



HOMEWORK ACTION PLAN

S SPECIFIC
 M MEASURABLE
 A ACHIEVABLE
 R RELEVANT
 T TIME-BOUND

Name <u>Rabee Wardeh</u>	Class # <u>Variable Vo1- seminar 15</u>
Dealership <u>Myers Barrhaven Volkswagen</u>	Date <u>10/10/2022</u>

Current Situation or Challenge to be Addressed:	Lack of video tool usage answering e-leads, following up with customers or general videos about current stocks or promotional ones.		
Current Performance Level (include specific measure):	Few vidoes made only per month by limited few people		
Goal (what do you want to achieve?)	Have all sales people to use videos when replying to e-leads or follw ups and on deliveries		
Goal Performance Level (include specific measure)	As starting point, we need 65% of all leads received within a month		
Goal Start Date:	11/1/2022	Goal End Date:	12/31/2022
First Check-in Date:	11/15/2022	Performance Objective:	50%
Second Check-in Date:	11/30/2022	Performance Objective:	65%
Third Check-in Date:	12/15/2022	Performance Objective:	75%
Fourth Check-in Date:	12/30/2022	Performance Objective:	85%
How does your goal align with the dealers' vision?	Myers wants to have customers for life nad be the EV experts. This goal will align to achive that by understanding where the future is going and what people wants from service provders		
What are the potential benefits of achieving your goal?	This will increase the response rate from customers, increase the closing ratio and help us achive and exceeds our set targets		
What are the potential consequences if you don't achieve your goal?	It will make our job more difficult and more follow ups and lower closing ratios		
Why is the goal	Not to be left behind as technology is advancing fast and the customers		

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important to you?	now are not the customers of the past. They need to see that we are ahead of the game
Potential Obstacles	Sales people and staff's willingness to go ahead and get the habit of doing daily videos
Potential Solutions	.equip them with the video tool/app. Train them and do videos with them until they become comfortable
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	Current YTD GP is 1,115,157 Avg leads in the last qtr were 109 / month with closing ratio of 16% If we close more deals due to using videos and could achive 20% cloing that will generate 4 more cars sold a month X \$5000 avg in GP, which will equal to 20,000 additional every month as a start

What specific actions or steps will you take to accomplish your goal? What will you do differently or improve? For each, be sure to include necessary resources, who is accountable, the measurable result, and dates.

SPECIFIC ACTION/STEP	NECESSARY RESOURCE(S)	ACCOUNTABLE PERSON(S)	EXPECTED RESULT	START, END, & CHECKPOINT DATES
Install video app on all sales people phones	Apying the fees to get the apps on and running	Sales mangager	50% vidow to -eleads	Nov 1st 2022, #1 check point on Nov 15th
Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	65%	#2 check point Nov 30th
Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	75%	#3 check point Dec 15th
Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	85%	#4 check point Dec 30th
Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.
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As you work toward your goal, it’s important to have interim check points with specific, measurable objectives so your team can hold themselves accountable. If everyone knows the goal and objectives, you don’t have to spend your valuable time micromanaging.

Once you’ve accomplished your goal, added or adjusted policies, procedures, and behaviors, now what? How will you ensure you and your staff do not fall back into the previous habits that produced poor results? Be specific.

Managers will be required to review videos to e-lead ratio on weekly basis and to discuss it with the sales staff during their weekly meetings

Describe any planning or implementation meetings conducted as part of development of your plan.

Plan to be laid out clearly as stated above, will assign one manager to make sure it is impeneted and followed up with as described

Sponsor Signature: _____