



HOMEWORK ACTION PLAN

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

Name

Charles Ma

Class #

N398

Dealership

Wondries Toyota

Date

10/01/2022

			Current Situation or Challenge to be Addressed: Used inventory cost to Market is High at 99%, Price to Market is High at 111%.
			Current Performance Level (include specific measure): GRO1 at 52%
			Goal (what do you want to achieve?): Increase GRO1 to NADA guide at 144%
			Goal Performance Level (include specific measure) Increase GRO1 to 144% by Jan 1st 2022, use GRO1 calculations found in work book pg25
Goal Start Date:	10/1/2022	Goal End Date:	1/1/2023
First Check-in Date:	11/1/2022	Performance Objective:	GRO1 to be at or above 80%
Second Check-in Date:	12/1/2022	Performance Objective:	GRO1 to be at or above 110%
Third Check-in Date:	12/15/2022	Performance Objective:	GRO1 to be at or above 125%
Fourth Check-in Date:	1/1/2023	Performance Objective:	GRO1 to be at 144%
How does your goal align with the dealers' vision?	144% GRO1 will assist us greatly with dealers' vision of generating income and turn inventory quickly.		
What are the potential benefits of achieving your goal?	Generate additional gross profit and net profit. It will also help all department to generate additional sales and gross profit.		
What are the potential consequences if you don't achieve your goal?	Aging inventory/investment that will lose money.		
Why is the goal important to you?	Managing a profitable department with the right investment is important to me.		
Potential Obstacles	No buy in from sales staff, pricing to market to turn sometimes will result in lower commission.		
Potential Solutions	Train and be transparent about our new vision. Have payplan/spiff program to assist.		



HOMEWORK ACTION PLAN

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

BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars) Projected \$200,000.	
---	--

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
Stop/limited auction purchase, buy from walk in and service customers	Used car manager, Sales Manager, Sales	Used car manager	Decrease inventory cost to market from 99% to 90%	Starting on Oct 1st 2022, check on progress on Nov 1st 2022, Dec 1st 2022 and Jan 1st 2022. Ends when ROI at 144%
Price inventory from 111% to 100% to market to turn cars faster	Used car manager	Used car manager	Increase the turn rate to 13	Starting on Oct 1st 2022, check weekly for market pricing changes. Ends when we are at 100% to market
Training on Vauto	Vauto, conference room	General Manager	Staff will have good understanding of how to purchase, where to train every 1st of the month.	Starting on Oct 1st 2022. Continue to purchase, pricing strategy, days supply
Higher quality photos	Vendor, used car manager	Used car manager	Professional used car photos. Higher VDP and SRP	Starting Oct 1st 2022. Check in weekly
Detailed description on used inventory	Used car manager	Used car manager	Higher VDP and SRP and conversion to sell.	Starting Oct 1st 2022. Check in weekly
Wholesale aged inventory	Used car manager, auction, sister stores	Used car manager	Reduce aged inventory investment	Starting Nov 1st 2022. Check in every week.



HOMWORK ACTION PLAN

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

SPECIFIC ACTION/STEP	NECESSARY RESOURCE(S)	ACCOUNTABLE PERSON(S)	EXPECTED RESULT	START, END, & CHECKPOINT DATES
Lowering pack	Discussion with dealer president and vice president.	General Manager	Lowering pack from \$1000 per used to \$500 per.	Dec 1st 2022.

As you work toward your goal, it's important to have interim checkpoints 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.

The team will meet and go over ROI and Turn rate by using NADA analysis to ensure we are within NADA guide. - Monthly

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

The implementation meeting started Oct 1st 2022 with GSM, Used Car Manager, Sales Managers and Service Manager.

Sponsor Signature

