



HOMEWORK ACTION PLAN

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

Name CHAD FERRAEZ Class # N 395

Dealership BRIDGEWATER CHEVROELT Date 10/10/2022

Current Situation or Challenge to be Addressed:	Inventory levels increasing, Grosses going down, units not going up.		
Current Performance Level (include specific measure):	10,000 per new car deal selling 80 units with 60 units on the ground. Now with 100 cars on the ground and markets dropping production from sales staff has continued to look for 80 instead of 130.		
Goal (what do you want to achieve?)	Turn our high grosses into less gross and more units without giving up all the gross.		
Goal Performance Level (include specific measure)	Continue to turn inventory at 1.2 turns per month, and maintain at least an 8000 gross average		
Goal Start Date:	10/1/2022	Goal End Date:	never
First Check-in Date:	10/10/2022	Performance Objective:	Increase new car track to 120
Second Check-in Date:	10/20/2022	Performance Objective:	Verify new car is tracking objective or increase push from sales management
Third Check-in Date:	Use Dropdown to enter a date.	Performance Objective:	Click or tap here to enter text.
Fourth Check-in Date:	Use Dropdown to enter a date.	Performance Objective:	Click or tap here to enter text.
How does your goal align with the dealers' vision?	The goal is to increase units while maintaining a very healthy gross. This is every dealers vision		
What are the potential benefits of achieving your goal?	Better relationship with factory and more units for us. Increase allocation and future business		
What are the potential consequences if you don't achieve your goal?	Grosses will fall with extra inventory, if we cannot get the units back and the gross falls, we will be introuble		
Why is the goal important to you?	To keep my job lol.		



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Potential Obstacles	Weak dealers around us that do not want to make money only to move metal, will put us behind the eight ball.
Potential Solutions	Being the better salesman will close the deal before the customer has time to shop around
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	1 million in variable gross is the goal, cutting gross and not getting extra units makes this impossible to accomplish

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
Motivate	training	me	More energy	Now until death
Monitor and track	Accurate counts of up, leads, and phone calls	Me	Knowing where we are and moving to where we are going	Every 5 days until showroom mentality gets back on track
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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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.
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.
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.

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.



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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.

We don't have poor results, we have complacency. Changing expectations will ensure our staff stay on purpose and keep the same level of income but on a few more units.

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

We train everyday, we have to over communicate the direction so that everyone knows what is expected.

Sponsor Signature: _____