



HOMEWORK ACTION PLAN

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

Name Jason Arvidson Class # N398
 Dealership Simpson Chevrolet of Garden Grove Date 10/1/2022

Current Situation or Challenge to be Addressed:	xDrive down cost to market % and increase turn.		
Current Performance Level (include specific measure):	Cost to market = 92% Turn Rate = 15.75		
Goal (what do you want to achieve?)	Decrease cost to market and increase turn rate. Increase focus on trade in acquisition amount.		
Goal Performance Level (include specific measure)	Cost to market = 89% Turn rate = 18		
Goal Start Date:	9/1/2022	Goal End Date:	10/1/2022
First Check-in Date:	9/5/2022	Performance Objective:	focus on trade in acquisition amount.
Second Check-in Date:	9/12/2022	Performance Objective:	focus on trade in acquisition amount.
Third Check-in Date:	9/19/2022	Performance Objective:	focus on trade in acquisition amount.
Fourth Check-in Date:	9/26/2022	Performance Objective:	focus on trade in acquisition amount.
How does your goal align with the dealers' vision?	It will result in higher profits.		
What are the potential benefits of achieving your goal?	Increase profitability, higher commissions paid to sales persons, continued high morale.		
What are the potential consequences if you don't achieve your goal?	Compressed margins and less \$\$.		

HOMEWORK ACTION PLAN

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

Why is the goal important to you?	Because continued improvement benefits both the store as well as the sales persons.
Potential Obstacles	Buy in from management - lack of shared vision.
Potential Solutions	Frequent meetings to monitor progress. Profit should take care of itself.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	If we can pick up another \$500 per car, it would result in about \$30k in add'l used car profit per month.

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
focus on trade in acquisition amount.	Vauto, UCM.	Augie, Jason, Rod	Decrease cost to market and increase profit per unit.	Start - 9.1 End - 10.1
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.
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.

HOMWORK ACTION PLAN

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

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.

We did increase our turn as well as lowered our cost to market & established some good practices along the way.

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

We monitor our metrics daily but meet regarding them 2x per week.

Sponsor Signature: _____