



HOMEWORK ACTION PLAN

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

Name RONNIE MANOUR Class # N395
 Dealership FUCCILLO CHEVROLET INC Date 9/16/2022

Current Situation or Challenge to be Addressed:	DIGITAL RETAILING UPGRADE		
Current Performance Level (include specific measure):	LITTLE TO NO PERFORMANCE IN DEALERSHIP		
Goal (what do you want to achieve?)	MAXIMIZE DIGITAL RETAILING TO A POINT IT BECOMES ITS OWN DEPARTMENT		
Goal Performance Level (include specific measure)	LOW PERFORMANCE TO CONSISTANT DUTY THAT'S PRODUCING 40% OF THE DEALERSHIP SALES		
Goal Start Date:	10/1/2022	Goal End Date:	12/31/2022
First Check-in Date:	11/1/2022	Performance Objective:	HAVE A FULL SYSTEM IN PLACE
Second Check-in Date:	11/1/2022	Performance Objective:	HAVE A PROCESS IN PLACE
Third Check-in Date:	12/1/2022	Performance Objective:	FIND OUT FLAWS
Fourth Check-in Date:	1/1/2023	Performance Objective:	MAKE SURE WE ARE AT 100% OPERATION
How does your goal align with the dealers' vision?	PRODUCES MORE SALES ON A ONLINE BASIS. GOAL IS TO HAVE IT SEPERATED FROM SHOWROOM BUSINESS AND MAKE IT, ITS OWN BUSINESS RESOURCE		
What are the potential benefits of achieving your goal?	FASTER OPERATION FOR THE CUSTOMER. MORE SALES IN OUR STORE WITHOUT ANY DISTRACTION		
What are the potential consequences if you don't achieve your goal?	FALL BEHIND THE ONLINE SALE WORLD AND STILL OPERATE IN DINOSAUR TIMES		
Why is the goal important to you?	THIS WILL TAKE US TO THE NEXT LEVEL IN SALES. CUT THE SALES TIME IN HALF		
Potential Obstacles	PROCESS. NEED TO FOLLOW PROCESS AND INT. DIGITAL RETAIL TEAM NEEDS TO BUY IN		
Potential Solutions	TRAINING ON A WEEKLY BASIS. MAKE SURE ITS MONITORED AND CONSISTENT		

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BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	WE HOPEFULLY ARE TRYING TO GENERATE 30% OF OUR MONTHLY GROSS. LOOKING TO BRING IN \$75,000-\$100,000 PER MONTH.
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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
LOCK IN A NEW DRT	DEALER.COM AUTOFI	MYSELF FOR THIS ONE	TO PICK THE RIGHT DRT THAT FITS FOR OUR STORE	10/1/22-11/2/22
TRAIN THE STAFF	DURRAN AUTOMOTIVE TRAINING	BDM, MYSELF	FULLY TRAIN THE STAFF TO OPERATE AT A ONLINE SELLING LEVEL	11/3/22-11/18/22
GET THE PROCESS OPERATING	MARKETING TEAM	MYSELF, MARKETING TEAM, INTERNET TEAM	START PRODUCING AT A FASTER LEVEL ON SELLING CARS ONLINE AND DECREASE THE TIME STAY FOR A CLIENT	12/1/22-1/10/22
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.

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.

YOU HAVE TO TREAT THIS AS A NEW DEPT THAT YOU WILL CONSTANTLY MONITOR LIKE ALL THE OTHER DEPTS ON A WEEKLY BASIS. YOU CANT LOSE INTEREST IN WHAT YOUR DOING

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

EVERY MORNING AS IF IT'S A NEW DEPT. SEPARATE FROM BDC PERFORMANCE, AND FLOOR PERFORMANCE

Sponsor Signature: _____