

## HOMEWORK ACTION PLAN

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

Name <u>Tobias Lay</u>	Class #	<u>395</u>
Dealership <u>Acura of Concord</u>	Date	<u>9/26/2022</u>

Current Situation or Challenge to be Addressed:	I want our CSI to be the best in the district and Yelp reviews to be at 4-5 Stars for our Sales Department. My staff needs to understand the questions being asked on the survey and address any concerns prior to a customer leaving.		
Current Performance Level (include specific measure):	Our quarterly CSI for Sales Department was at 81% and we are not following up or asking questions prior to the customer leaving. Our Yelp is at 3.5% and I believe the reviews should have been handled prior to the review being documented.		
Goal (what do you want to achieve?)	I want our Sales staff to ask specific questions regarding the survey and requesting a Yelp review because every customer leaving our dealership should be 100% satisfied after a purchase. Yelp reviews by minimum 50% of customers that purchased a vehicle.		
Goal Performance Level (include specific measure)	We need to be at 100% CSI from surveys sent out by Acura after a purchase. We will monitor this monthly with each sales associate and Yelp reviews at 5 stars will be spiffed. The measurement will be the quarterly result because this is what they are paid on.		
Goal Start Date:	10/1/2022	Goal End Date:	12/31/2022
First Check-in Date:	10/17/2022	Performance Objective:	We need to review each survey response with each sales person.
Second Check-in Date:	10/30/2022	Performance Objective:	Monthly meeting with each sales person and review surveys and Yelp reviews.
Third Check-in Date:	11/30/2022	Performance Objective:	Counsel sales associates not at 100% and reward those who achieved 100% with \$250 bonus
Fourth Check-in Date:	12/31/2022	Performance Objective:	Write up sales associates not at 100% and create a

## HOMEWORK ACTION PLAN

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

			plan and training on how to achieve 100%. Reward those at 100% with \$500 Spiff
How does your goal align with the dealers' vision?	We are no longer able to sit back and have cars sell themselves and make the customer secondary. We need to treat people like family and earn the business by giving the best experience we possibly can. The customer is the blood to this business and we cant survive without them.		
What are the potential benefits of achieving your goal?	We will obtain our below the line money from the factory and we will set a culture of high customer service. Our reputation will speak for itself if we achieve the goals I have set forth.		
What are the potential consequences if you don't achieve your goal?	We will have poor reputation and customers will go elsewhere. We will not receive below the line money and the sales associates will not be compensated.		
Why is the goal important to you?	This is a controlable objective and we need to have high expectations of ourselves and treat people well. I want each customer to return and refer customers to us and this will change the culture to selfless serving.		
Potential Obstacles	I undertsnad some customers may just not be staisfied but this needs to be the exception not the rule. The managers need to hold themselves to the highest standard in order for others to follow.		
Potential Solutions	I am bringing in a reputation management company to discuss ways to resolve customer service issues and creating a culture of excellence.		
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	Our quarterly payout by Acura is approximately \$22K if we do not hit 90% CSI. We lose customers and credibility which has endless money loss associated with it.		

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
Customer Satisfaction	Podium and experience from	Sales managers	Everyone to be equipped with	10/15/2022

## HOMEWORK 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
Training with sales staff	managers		goal and expectation	
Review surveys with each sales associate	Honda IN	Sales Manager	100% or counseling to be at 100%	10/15/2022-10-30/2022
Yelp Reviews and need 50% of purchased cars have a review on Yelp	Yelp, Vin Solutions	General Manager	Review and respond to each review and review with entire team. \$25 for 5 star yelp	11/1/2022 12/31/2022
Review quarterly CSi with each sales person and reward 100% attainment and document if below	Honda IN	GSM	Deep dive on any surveys less than 100% and create expectation culture	12/31/2022
Review District CSI standings	Acura Sales Rep	GM	To be at the top	12/31/2022
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.

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.

This will has always been talked about but no real expectation put in place. As the business gets more competitive we need to stand out from the rest and make the customer experience the priority. I want the culture to change, not just good reviews for a few months. We will continue to review and celebrate great CSI and help when others fall below 100%. Weekly reviews and

## HOMWORK ACTION PLAN

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

compensation will be a big part of our success to reach great CSI.

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

I will have a meeting with each department in sales and set the expectation. We will review the performance review dates and hold staff accountable. We will have weekly meetings with GSM and SM to review all reviews and survey's. The culture is what my main goal is by hitting CSI. We need this to survive!

Sponsor Signature: \_\_\_\_\_