



HOMEWORK ACTION PLAN

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

Name <u>Dan Langford</u>	Class # <u>N397</u>
Dealership <u>Apple Chevrolet York</u>	Date <u>10/24/2022</u>

Current Situation or Challenge to be Addressed:	I will increase total F&I PVR by \$250 per unit delivered.		
Current Performance Level (include specific measure):	Current F&I PVR through September of 2022 is \$1,756 per unit retailed at 1.55 products per deal.		
Goal (what do you want to achieve?)	Goal is to increase Gross Profit Domination and overall bottom line of the financial statement and increase overall profitability.		
Goal Performance Level (include specific measure)	Performance level is going to be set at \$2005 F&I PVR at 1.75 products per deal		
Goal Start Date:	11/1/2022	Goal End Date:	12/31/2022
First Check-in Date:	11/14/2022	Performance Objective:	\$1875 F&I PVR @ 1.6 PPD
Second Check-in Date:	11/30/2022	Performance Objective:	\$1,900 F&I PVR @ 1.65 PPD
Third Check-in Date:	12/17/2022	Performance Objective:	\$1,950 F&I PVR @ 1.70 PPD
Fourth Check-in Date:	12/31/2022	Performance Objective:	\$2,005 PVR @ 1.75 PPD
How does your goal align with the dealers' vision?	This particular goal would exceed the dealers vision of \$1,800 F&I PVR but would also place Apple Chevy as the #1 F&I producing store in the group.		
What are the potential benefits of achieving your goal?	By increasing our F&I PVR to over \$2000 PVR it would increase the the bottom line tremendously. There is also the potential service retention and increased CSI. Lastly increased Gross also means increased income for employees involved.		
What are the potential consequences if you don't achieve your	Not increasing our PVR could result in Lower CSI scores, less service retention, and in certain instances increased expenses due to policy or good will.		

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goal?	
Why is the goal important to you?	Setting the bar this high would bring grave value to the store. Highest PVR and PPD in the group would allow for better employee retention, better service retention and quite the sense of pride becoming the #1 F&I producing store. Increase in personell Income as well.
Potential Obstacles	Buy in from variable team (Managers and Sales People), Increased federal interest rates could restrict % of finance applications.
Potential Solutions	Show them the way, possible pay plan changes to incentivize PPD or PVR increase. Create a culture so that it is not an option to do anything but improve.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	Current average units retailed in 2022 is 91 units. By increasing F&I PVR by \$250 overall in would increase the gross profit by \$22,750 per month. With good processes and procedures making \$2,005 the average F&I PVR for 12 months would increase the yearly gross by over \$270,000. Accounting for approximatly 25% of personel expense that would net an increase of approximatly \$205,000 for a cumlitive term of 12 months.

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
Training sales people on overcoming cash objections.	Training schedule to cover objections and F&I TO's	Finance Manger	100% Finance TO's to cash or outside financing customers	Start Nov 1 weekly to increase ppd to 1.6 by Nov 14 and 1.65 ppd by Nov 30. Weekly check ins to ensure accountabilitiy
Desk Manager to pencil deals with F&I Products	Training and Access to Rate F&I Products	Finance Manager and GSM	2nd Pencil on each deal to include 2 products	Start Nov 1st End Nov 30th @ \$1900 PVR Weekly check ins to ensure

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Variable Team product training	Training Schedule to include entire variable Team	GM /GSM / Finance Manager	Weekly team training to review 1 or 2 specific products	Start Dec 1st to increase ppd to 1.70 by Dec 17 and 1.75 by Dec 30th
Monthly production review with provider rep.	F&I Product Provider Rep schedule	GM / Provider Rep	Monthly meeting with rep to review results and areas of opportunity	Starting Nov 5th with monthly in store meetings on 15th of each month.
Incentives / Spiffs for sales people	Gift cards / Spiffs / recgoniton.	All Variable Managers	Increased product endorsement from sales staff	Roll out 1st Saturday meeting in November.
Lender Review	Current Lender Contracts who we are indirect with	GSM / Finance Manager / Finance Director	Review Lenders to optimize, Splits, Flats and Chargebacks to use those that only make sense.	Nov 14th Start Dec 1 Core 4 Lender's Chosen. Dec 31st Finish at 1.75ppd and \$2,005 F&I PVR
New Standards Set	Training and SOP implemented	GM / GSM / Finance Manager	Solid Processes and Ongoing Training in Place	Start Jan 3 2023 End Dec 31st 2023 with additional \$270,000 in finance Gross Profit

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.

Looking into the future once we achive our goal of \$2,005 F&I PVR we will need to continue to

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train and review what has made us succesful. We will maintain ongoing meetings with our F&I product provider to review monthly accomplishemnts and areas of improvement. F&I will continue to do monthly sales meetings to review products with features and benefits. Weekly managers meetings will review past weeks performance on deals desked with minimum of 2 products to ensure we are following process. Each month Variable managers will participate in instore financial meeting to review the progress of the finance department and now focus a portion of the meeing on F&I PVR and the benefit to the bottom line and increased customer satisfaction and retention.

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

General Manager, Sales Managers and Finance managers collaborated in 2 separate meetings to be confident that we are on the same page. Variable team also spoke to sales people ahead of time to collect their input to ensure we would receive the proper buy in when plan is rolled out the beginning of November.

Sponsor Signature: _____