



## HOMEWORK ACTION PLAN

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

Name <u>Frank Avena</u>	Class # <u>N397</u>
Dealership <u>Irvine BMW</u>	Date <u>11/1/2022</u>

Current Situation or Challenge to be Addressed:	Internet lead conversion has been an all time low in the last 6 months and trending downward.		
Current Performance Level (include specific measure):	New lead conversion at 5.4% Used lead conversion at 7.5%		
Goal (what do you want to achieve?)	Move New lead conversion to 12% and Used lead conversion to 15% by February 2023		
Goal Performance Level (include specific measure)	Increase closing performance month to month on both new and used. Get response time under 10 minutes per lead. Re-organize the internet department. Add an internet director.		
Goal Start Date:	11/1/2022	Goal End Date:	2/28/2023
First Check-in Date:	11/4/2022	Performance Objective:	Align on actions to be taken and accoutabilities
Second Check-in Date:	11/18/2022	Performance Objective:	Hire internet director and reorganize the internet department
Third Check-in Date:	12/1/2022	Performance Objective:	Internet director hired, team in place, communicate minimum measures, structure lead disbursement
Fourth Check-in Date:	12/15/2022	Performance Objective:	New lead conversion closing at 9.5%, Used car lead conversion closing at 10.5%
How does your goal align with the dealers' vision?	This goal aligns with Irvine BMW's vision by offering our clients rapid and transparent communication quickly and efficient. Providing the information they are requesting in and making it easy.		
What are the potential	Able to capture and make more deals which would increase profitability.		

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benefits of achieving your goal?	Have a consistent process and effortless way of doing business. Giving our customers first class experience. This would elevate our customer satisfaction and referral business. Able to get more trades from the increase in business which would increase revenue for Fix department. All around increase parts too.
What are the potential consequences if you don't achieve your goal?	Lose dealer loyalty, lost revenues, and unhappy customers. Not to mention ruin our reputation. It could also hurt our dealer agreement with BMW for failing not to capture business in our market.
Why is the goal important to you?	The goal is important because I am responsible for the health of the business. I am responsible that we provide the best service possible for our clients or else they will go somewhere else.
Potential Obstacles	Unable to find an internet director that can lead by example. Staffing is always an obstacle. Sales managers involvement early on.
Potential Solutions	Providing internet Kain training, aligning to the same goal, competitive sales plan for the team
<b>BOTTOM LINE!</b> Financial Impact of Achieving Your Goal (expressed in dollars)	<p>With New at 12% closing average would equal 72 more new car deals at \$3800 = \$273,600 gross profit per month</p> <p>Used at 15% closing average would equal 36 more sales at \$2650 per car = \$95400 additional gross profit per month.</p> <p>This is just scratching the surface because Service and Parts would also benefit.</p>

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
Meet with sales managers	Conference room	Jason Warren GSM	Create internet team, review internet director candidates	11/2/22 start 11/2/22end 11/4/22 checkpoint
Interview potential candidates	HR posting job	Jason Warren Kenia G. HR	Set up interviews	11/6/22 start 11/10/22 end checkpoint

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Hire internet director Chosen internet team	Meet in conference room	Jason Warren Frank Avena	Team in place with new structures  Communicate minimum measures with team and expectations. Have schedule in place	11/16/22
Set up Training	Email or call Kain Training	Jason Warren	Have training in place by December	11/16/22 start 11/16/22 end 12/1/22 check point
Track progress with team, check on any gaps with performance	One on ones with staff	Internet Director Jason Warren	Team has a clear and understanding of goals and by when	12/15/22 start 12/20/22 end 12/25/22 check point
Review team and progress of closing percentage. Closing on new should be 9.9% used 10.5%	Meeting with Internet director, GSM, GM	Internet Director	Fill in the gaps, get feedback and if Kain training is being utilized every time	12/25/22
Meet about COvideo and adding this to required measures for team	Meet with Covideo and discuss costs.  What are the benefits	GSM Jason Warren	Sign up with Covideo	1/15/22 1/15/22

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.

Month to month coaching, reviewing performance of each member in the internet department. Along with internet director the sales managers are to be reviewing the leads and assisting. Meet with managers to discuss the performance of the team.

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

The planning is simple. I get the feedback or any ideas. Collectively, create new actions and a by when time line. The meetings are designed to check on the progress towards our goal. During these meetings, we look at the gaps if we are not on track and we then realign on what is feasible. We then agree on new actions to get to our goal.

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