



HOMEWORK ACTION PLAN

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

Name Casey Boardman Class # 15
 Dealership Bentley Buick GMC Cadillac Date 10/30/2022

Current Situation or Challenge to be Addressed:	Not selling enough used vehicles, ratio is out of line used to new and used car gross, used absorption is low.		
Current Performance Level (include specific measure):	Averaging 61 per month, .892 used to new ratio, gross average 188523/month, absorption 27.54%		
Goal (what do you want to achieve?)	Move average to 100, bump ration to 100, gross 300000/month, absorption above guide at 40		
Goal Performance Level (include specific measure)	Per the monthly composite Page B column 2 units. Calculate average from Page B column 4, absorption is page D column 2.		
Goal Start Date:	11/1/2022	Goal End Date:	6/30/2023
First Check-in Date:	12/1/2022	Performance Objective:	85 sold, .920, 260K, 32%
Second Check-in Date:	1/1/2023	Performance Objective:	90 sold, .930, 278K, 35%
Third Check-in Date:	3/1/2023	Performance Objective:	95 sold, .950, 293K, 38%
Fourth Check-in Date:	6/1/2023	Performance Objective:	100 sold, 100, 305K, 40%
How does your goal align with the dealers' vision?	Expectation of 100 used a month is already in place.		
What are the potential benefits of achieving your goal?	Increase profitability in more than just Used Car department, Service and F&I benefit.		
What are the potential consequences if you don't achieve your goal?	The current short falls of the used car department have to be changed.		
Why is the goal important to you?	The volume has never been achieved before. Just to be able to demonstrate what is possible will have far reaching effects once achieved.		
Potential Obstacles	The market and interest rates are a definite obstacle.		

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Potential Solutions	HAVE to acquire inventory properly and implement a pricing plan
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	Achieving and sustaining the desired target would increase total used vehicle gross 1,400,000.

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
Implement pricing plan.	Class notes	Sales Management team	Increased turn with more consistent plan	11/1/22 - 12/31/22 Check 11/30/22
Lower cost to market acquisition to 80%	Dealerslink	Trade managers	Better gross opportunity immediately.	11/1/22 - 12/31/22 Check 11/30/22
Identify 4 buckets for inventory	Dealerslink	Used Car Manager	Move inventory faster	11/1/22 - 12/31/22 Check 11/30/22
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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.

Meet monthly with management team to monitor and discuss results. Continue to push to desired results.



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

Managers meeting already happened and pricing plan in place. 10/10/22.
Managers meeting including F&I to incorporate change 10/15/22.
Weekly meeting for feedback of new acquisition plan
Monthly meeting to review results.

Sponsor Signature: