



HOMEWORK ACTION PLAN

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

Name <u>Chris Edwards</u>	Class #	<u>Variable Ops 1 - Inv & Marketing Management</u>
Dealership <u>Myers Manotick Dodge Jeep Ram Chrysler</u>	Date	<u>11/1/2022</u>

Current Situation or Challenge to be Addressed:	Major lack of video engagment. Poor video response to all eleads. Monthly video promos for social media. Missing used car videos for every unit in stock.		
Current Performance Level (include specific measure):	Low. Only 6 to 8 eleads per month responded with a video (25%). Zero intro videos on our web site and social media. Zero used car videos.		
Goal (what do you want to achieve?)	Culture of elead video response. Staff videos for all sales department staff linked to our "Meet The Team" section. Intro Video for our dealership and each of its departments. Social media video pressence.		
Goal Performance Level (include specific measure)	90% eleads responded to with a video and track sales converstion. 100% front line sales staff to have an intro video posted. 100% of used inventory with a 30 second video. Monthly vidoe promos posted on social media.		
Goal Start Date:	11/1/2022	Goal End Date:	11/1/2023
First Check-in Date:	11/15/2022	Performance Objective:	Start training of Bomb Bomb video platform and responding to all eleads.
Second Check-in Date:	11/30/2022	Performance Objective:	Individual used car videos for all inventory.
Third Check-in Date:	12/15/2022	Performance Objective:	Video intros for all front line staff completed
Fourth Check-in Date:	12/31/2022	Performance Objective:	Regular monthly promos for sales, service and parts.
How does your goal align with the dealers' vision?	100%. Well overdue and based on the positive results from other dealers in our performance group, its something we all agree needs to be addressed.		
What are the potential benefits of achieving	85% of customers who view videos buy within 14 days. Videos improve click-through rate by 96%. Emails w/video aer 52% more effective at		

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your goal?	getting a response.
What are the potential consequences if you don't achieve your goal?	Continued underperformance with lead conversion to appointment. Low sales and poor dealership awareness. Continued use of traditional advertising with high cost and low results. Not adapting to change and being left behind like the dinosaurs.
Why is the goal important to you?	The data supports it works. It's a change that will help us sell and service more car vehicles
Potential Obstacles	Starting. Not following through on a regular basis with updated videos. Monitoring staff.
Potential Solutions	Stick to a time line of achievable goals. Run a 60 day spiff or bonus for the highest % of sales videos sent. If sales people are not responding to leads with video's, temporarily remove access to sales leads.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	Increased sales rate of at least 2 additional units per week or 8 units per month, potential increase in earnings is \$36,500 in gross profit per month. \$438,000 a year!!

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	Bomb Bomb video platform	Colton Kenny, Kent Hahn	Sales consultants using tool to respond to leads	Nov 15th to Dec 15
Used Car Inventory shot with a 30 - 45 second video link.	iPhone and camera stabilizer (gimbal)	Colton Kenny	Increased click-through rate of used car listings	Dec 15th - Dec 30th
Intro videos for all front line staff. 30 seconds. Welcome video from the dealer	iPhone and camera stabilizer (gimbal) and mic.	Kaitlyn Woods from marketing	Quality content on our web site.	Dec 30th to Jan 15th

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60 seconds				
Promo videos for new vehicles and used cars and service and parts specials	iPhone and camera stabilizer (gimbal) and mic	Kaitlyn Wood from marketing and the dept managers	Regular social media posts.	Jan 15th to regular monthly updates
Monthly recap meetings	Scheduling and meeting room	Chris Edwards GM	Review we are on track and address any road blocks	Dec 1st and continue monthly
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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.

Review weekly with staff. Manage by example by having GM shot some videos. Have fun with it and highlight wins

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

Host a kick off meeting (with food) present data and evidence that videos are an area fro any dealership to easily be successful in. Review good examples from other stores. Role out a 30 to 60 day spiff or bouns plan.

Sponsor Signature: _____