



HOMWORK ACTION PLAN

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

Name Jason Doherty Class # NADA# 400
 Dealership Lakeland Dodge Date 11/30/2022

Current Situation or Challenge to be Addressed:	Retail Ready Travel Time for pre-owned vehicles		
Current Performance Level (include specific measure):	Curerent time is 19 days to retail ready.		
Goal (what do you want to achieve?)	Need to improve our days to retail ready by January 31st 2023		
Goal Performance Level (include specific measure)	7 days travel time is the goal		
Goal Start Date:	12/1/2022	Goal End Date:	1/31/2023
First Check-in Date:	12/15/2022	Performance Objective:	15 Days avg to retail ready
Second Check-in Date:	12/31/2022	Performance Objective:	12 Days avg to retail ready
Third Check-in Date:	1/14/2023	Performance Objective:	9 Days avg to retail ready
Fourth Check-in Date:	1/31/2023	Performance Objective:	7 Days avg to retail ready
How does your goal align with the dealers' vision?	This goal aligns with our Vision by offering a product within an efficient time frame resulting in an efficient sales process.		
What are the potential benefits of achieving your goal?	Higher used vehicle turn rate resulting in an increase of gross profit and a better customer experience		
What are the potential consequences if you don't achieve your goal?	Turn rates remain the same and the potential for customers viewing vehicels that are not retail ready increases.		
Why is the goal important to you?	Having a dialed in reconditioning process allows us to focus on what's important and that's selling vehicles and serving our customers		

HOMEWORK ACTION PLAN

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

Potential Obstacles	Parts delays and tech shortages will be our biggest obstacles.
Potential Solutions	Hiring and recruiting more technicians with incentives appropriate to our DMA.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	Gross! We make on average \$1,506 more on units sold that are 0-45 days old vs vehicles that are 46 days an older.

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
Manger to review Trades units & assign Retail/Wholesale by 9am every day.	Personel, CDK and Routeone Access to Clear vehicles	Jason Doherty, Kyle Durr, Kyle Campbell	Faster Handoff to Service with clear expection	Start 12/1/22 Check point 12/7/22 End 12/12/22
Assign Porter to arrange and organize trade inventory by designation by 10am every day	Lot Porter and sales staff to asit the moving of vehicle	Bailey and Kyle Durr	Keep all Retail trades in one designated area	Start 12/1/22 Check point 12/7/22 End 12/12/22
Provide list to Service of Retail units to UCI'd	CDK and Stock Tag label maker	Jason Doherty, Kyle Durr, Kyle Campbell	Keep Service organized and improve dispatching	Start 12/1/22 Check point 12/7/22 End 12/12/22
Use Recon Velocity to track its progress	Recon Velocity	Jason Doherty, Kyle Durr, Kyle Campbell	Micro manage each vehicle till its completed	Start 12/1/22 Check point 12/7/22 End 12/12/22

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
As a fail safe use Photo Count to Identify issues	V- Auto	Jason Doherty, Kyle Durr, Kyle Campbell	Final fail safe to catch vehicles that have fallen through the cracks	Start 12/1/22 Check point 12/7/22 End 12/12/22
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.

Click or tap here to enter text.

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

Click or tap here to enter text.

Sponsor Signature: _____