



## HOMEWORK ACTION PLAN

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

Name <u>Don Fricker</u>	Class #	<u>N399</u>
Dealership <u>Wolfe GMC Buick</u>	Date	<u>11/21/2022</u>

Current Situation or Challenge to be Addressed:	Customer flow during the sales process with effective use of the customers time.		
Current Performance Level (include specific measure):	We currently do not track or analysis this metric. Our CSI is fine on this metric but we have frustrated several customers. There is no responsibility assign to ensure the turn over is smooth.		
Goal (what do you want to achieve?)	We know each customer is different and requires a different sales consultation but the idle time is where we frustrate them. Our goal will be no customer is unattended for more than 90 seconds during the entire process.		
Goal Performance Level (include specific measure)	We will maintain a three minuite rule for customer wait times during consultation and turn over to finance as our first step to our goal of 90 seconds. We will acomplish this with a monitoring system run by the main reception team.		
Goal Start Date:	12/1/2022	Goal End Date:	never
First Check-in Date:	12/16/2022	Performance Objective:	Prove the tracking tool, process and people understand and are invested in the result.
Second Check-in Date:	12/31/2022	Performance Objective:	Have a bench mark and have road blocks and coaching meetings completed to confirm compliance.
Third Check-in Date:	1/13/2023	Performance Objective:	Determine if process is solid or if changes are required. The front reception staff are the key players. Checkin to if proper support is available from managers responsible.

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Fourth Check-in Date:	1/30/2023	Performance Objective:	We expect the 90 second goal to be reached at least 90 percent of the time. Resulting in happier customers with a more positive purchasing experience.
How does your goal align with the dealers' vision?	We believe less time to consider other options or shop the internet will result in additional sales. Overall customers improved satisfaction will result in (word of mouth sales) increasing as our reputation improves. (we need to respect the customers time)		
What are the potential benefits of achieving your goal?	We will realize additional gross profit of several more sales per month and 20 to 30 more cars sold annually. This gross will be seen in f&l service parts and used cars. It is our belief this will add \$100.00 conservatively		
What are the potential consequences if you don't achieve your goal?	The worst result if we do not change is our competition will change and win more of our customers and resulting profit. This is no different than someone leaving a full shopping cart at the grocery store because there are not enough cashiers working that day.		
Why is the goal important to you?	I believe we need to be adaptable, reading the customers emotions is key to all sales. Lets not frustrate them when they are trying to leave their money here.		
Potential Obstacles	The reception staff are generally regarded as subordinate.		
Potential Solutions	The Sales Managers need to empower the reception team to demand compliance to the process. Accountability needs to be in place from management.		
<b>BOTTOM LINE!</b> Financial Impact of Achieving Your Goal (expressed in dollars)	A very conservative estimate would be \$100,000 plus annually. When considering the ripple from each sale it would likely be much higher than that.		

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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 a monitoring/tracking system run by the reception staff.	Sutable timers and logs for timing the process.	Sales manager and reception staff.	Timers to be purchaced and precess explored.	Dec 1 2022 biweekly after that on a continuing basis.
Find out how we are dong before changes are made.	Learning to observe the customer in all locations in the sales area.	Reception staff.	Adhearance to process and an accurate performance starting point.,	This will be step one Dec 1 to 15 2022
Remove bottlenecks and correct attitude.	Manager comitment	Sales Managers	Dramaticly reduced wait times.	Bi weekly from now on.
Add results to the traffic report done daily	Ammended spread sheets.	Sales Managers and reception staff.	Proper reporting to be dome from now on.	Every day as a day end function.
Deal with any attitude or staffing issues.	none	Sales Managers	Compliance.	Bi weekly analysis.
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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.

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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.

This process will be in place from now on. There is no reason to stop doing it. It will make our customers happier to do business with us. We will include this in our traffic reports done daily. These sheets are reviewed weekly at sales meetings.

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

There were several meetings to explain the frustration of the customer and the results we will achieve when we improve this area of our business.

Teaching accountability to (sales staff) in general is difficult. This must become how its done here.....

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