



HOMEWORK ACTION PLAN

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

Name <u>Moe Zeda</u>	Class #	<u>N405</u>
Dealership <u>Serpentini Chevy of Willoughby Hills</u>	Date	<u>12/21/2022</u>

Current Situation or Challenge to be Addressed:	Reduce over 50+ day old units to under 10% of total inventory.		
Current Performance Level (include specific measure):	Currently have 24 units out of 76 that over 50+ days (31%)		
Goal (what do you want to achieve?)	Get to under 10%		
Goal Performance Level (include specific measure)	Sell down old age inventory and get to under 10%		
Goal Start Date:	12/21/2022	Goal End Date:	1/31/2023
First Check-in Date:	1/1/2023	Performance Objective:	Reduce to 25%
Second Check-in Date:	1/10/2023	Performance Objective:	Reduce to 20%
Third Check-in Date:	1/20/2023	Performance Objective:	Reduce to 15%
Fourth Check-in Date:	1/31/2023	Performance Objective:	Reduce to 10% or under
How does your goal align with the dealers' vision?	We share the same opinion that we should not be more than 10-15% of old age inventory.		
What are the potential benefits of achieving your goal?	Increase turn, gross, and net by selling faster.		
What are the potential consequences if you don't achieve your goal?	Lower turn and gross and net affected the older they get.		
Why is the goal important to you?	Pride ourselves on a high turn which allows us to make more deals, get		

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	more trades, and better manage our investment.
Potential Obstacles	Sales Consultants and Desk Managers avoiding them. Lower front end gross
Potential Solutions	Get back on track to a higher turn and better gross.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	Reaching our goal will free up over \$680k dollars tied up in inventory over 50+ days.

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
Make sure we are priced aggressively to market	Vauto	Click or tap here to enter text.	V rank 1	Same as above
Move these units together	Sales Consultants	GM/GSM	Front of lot all together	Same as above
Create a list of the vehicles and hand out to sales managers and sales consultants	Printer	GSM	Go over daily until gone	Same as above
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.
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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.

Daily used car meeting which we will discuss pricing, wholesale, and aging.

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

Daily used car meeting discussing all things used car to ensure a high turn.

Sponsor Signature: _____