



# HOMWORK ACTION PLAN

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

Name Connor Mickelson Class # N407-05  
 Dealership Cornerstone Ford Date 2/16/2023

Current Situation or Challenge to be Addressed:	Our current challenge to put into an action plan is our reconditioning labor rate.		
Current Performance Level (include specific measure):	Currently YTD average for 2022 was 61.5% GP retention on internal work at our store. We are only allowed to charge \$135/hr on any reconditioning repairs.		
Goal (what do you want to achieve?)	I would like to move this to our door rate of \$167.68 to retain 76% gross at NADA guide.		
Goal Performance Level (include specific measure)	We can monitor this by reviewing a daily, weekly or month labor profit analysis report in our DMS.		
Goal Start Date:	2/27/2023	Goal End Date:	2/26/2024
First Check-in Date:	3/6/2023	Performance Objective:	76%
Second Check-in Date:	3/13/2023	Performance Objective:	76%
Third Check-in Date:	3/20/2023	Performance Objective:	76%
Fourth Check-in Date:	2/27/2023	Performance Objective:	76%
How does your goal align with the dealers' vision?	The goal is for the store and all of its departments to all be profitable. Currently our service department is not. With 76% of your gross being held in service and the sales department making over \$5600 per copy on the front end, we should be able to charge retail rates for recon, especially now that we have aggressively focus on our time to line, getting it from 30+ days down to 4-5.		
What are the potential benefits of achieving your goal?	By keeping our gross in the service department, it helps stiffen the backbone of the fixed operations and moving us closer to a profitable stance in the store.		
What are the potential consequences if you	We will continue to fall short and only capture 61-65% of our gross potential in the service department.		

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don't achieve your goal?	
Why is the goal important to you?	This has been something I have been working on for quite some time. With the aggressive approach and driving our days to line down and cotinuing to chase 72 hour to front line times.
Potential Obstacles	Used car manager objections-loosing their front end gross.
Potential Solutions	Driving his time to line down to capture as much market value and reduce his boarding costs, pending he is aquiring what the market demands.
<b>BOTTOM LINE!</b> Financial Impact of Achieving Your Goal (expressed in dollars)	When we are able to accomplish this it will add an additional average monthly gross of \$4300 per month/\$51600 annually. Easy low hanging fruit.

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
Increase labor rate on internal	Service Manager changes rate of pay	Service Manager	Drive gross from 61.5% to 76%	Start 2/27/2023-weekly updates, ongoing
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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.

Continue to drive time to front line to 72 hours and produce quality inspections/repairs.

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

Service Manager/GSM/Used car manager/GM role out new process and implement pricing structure.

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