

## ACTION PLAN 1

- S** Specific    **M** Measurable    **A** Achievable    **R** Relevant    **T** Time bound
- 

What is your goal? What do you want to achieve? From what metric? To what metric? By what date?

Increase used car volume to 50 per month by July 1st.

### BOTTOM LINE: Benefits of Achieving Your Goal

- Adding gross to all departments (service, parts, body shop)
- Setting benchmark for management to achieve higher goals in future once achieved
- strengthen front end gross consistently
- protect sales department in economic downturn

### Consequences of Not Achieving Your Goal

- Susceptible to losses in economic slowdown or used car slowdown

When will you start?                      March 1, 2023

How will you gauge your progress? When? Using which metrics?

We will gauge our process by looking at week to week volume and more importantly analyze how our customers adapt to our new Libertyville Lincoln Customer CPO Program.

What specific actions will you take to achieve your goal? Who can help you?

Specific actions we have taken to achieve our goal are writing down several aged units, so we have a clean used car inventory. By doing this and then implementing our Libertyville Lincoln Customer CPO Program we will have help by outside consultants from Gulf States who is helping streamline our process from the sales floor to the service drive.

#### Potential Challenges?

Potential challenges to interfere with this goal would be:

- volatility to used car prices in today's market
- increasing interest rates affecting buyers
- affect of overall economy impacting used car prices

#### Potential Solutions?

Potential solutions for this would be:

- New libertyville CPO Customer Program
- Outside help from Gulf States consultants