



# HOMWORK ACTION PLAN

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

Name Carlos A Davila Class # 406  
 Dealership Gulfgate DCJR Date 3/1/2021

Current Situation or Challenge to be Addressed:	Used Car Department Gross is under \$300k a month and over 50 units over 60 days old		
Current Performance Level (include specific measure):	January 2023 \$214k gross 110 units over 60 days old, February 2023 \$252k gross and 63 units over 60 days old		
Goal (what do you want to achieve?)	\$1M gross, 10 units over 60 days old		
Goal Performance Level (include specific measure)	Click or tap here to enter text.		
Goal Start Date:	3/1/2023	Goal End Date:	4/30/2023
First Check-in Date:	3/15/2023	Performance Objective:	\$250k gross
Second Check-in Date:	3/31/2023	Performance Objective:	\$500k gross
Third Check-in Date:	4/14/2023	Performance Objective:	\$750k gross
Fourth Check-in Date:	4/21/2023	Performance Objective:	\$1M gross
How does your goal align with the dealers' vision?	Click or tap here to enter text.		
What are the potential benefits of achieving your goal?	It will help the net bottom dollar to the store		
What are the potential consequences if you don't achieve your goal?	Will have to make a change in personel, and have to wholesale the old age inventory		
Why is the goal important to you?	Its important because we can concentrate and getting the right inventory for the store and we can continue to grow the used car department		

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Potential Obstacles	The market shifting and our ability to get inventory at the right price
Potential Solutions	More street purchases and improve frontline ready time
<b>BOTTOM LINE!</b> Financial Impact of Achieving Your Goal (expressed in dollars)	\$400,000

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
Price to market everyday,	VAuto, CRM	DARIO / CARLOS	Get rid of the old aged inventory	03/01/2023 03/15/2023 03/31/2023
Purchase inventory in a week to week basis, to replace what we sold the week before	Manhain Auction, Smart Auction and street purchases	DARIO / CARLOS	Change the inventory to attract a different type of buyer	03/01/2023 to 4/30/2023 once a week
Dispatch and have estimates within 2 days of vehicle checked in service	Rapid Recon App	DELSEY / DEMARIO	Vehicles to the front line within 10 days	03/01/2023 03/15/2023 03/31/2023 04/15/2023
Get vehicles to the front line ready the same day they get it checked in	Rapid Recon App	MAKE READY TEAM	More cars to the front line ready the same day	03/01/2023 to 04/30/2023 once a week
Sell 30 to 40 used cars a week	CRM, VAuto, social media, walk in traffic	STEVE/DARIO/ CARLOS	150 used cars sold a month	03/01/2023 to 04/30/2023 once a week

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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.

Once we achieve the goal it will be easier for everyone to continue to follow the process and not fall back, we will continue to communicate among the departments and hold each other accountable.

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

We plan on meeting once a week with all of the departments involved, also we are meeting once a day so we can brainstorm and get ready for the day to day, retail sales, inventory purchases and service

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