



HOMEWORK ACTION PLAN

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

Name William Castro Class # Vehicle Sales & Associate Management seminar 16 Live

Dealership Premier GMC Date 8.30.23

Current Situation or Challenge to be Addressed:	Our sales have dropped due to inventory and salespeople turn over. We very inconsistant in our number and in our approach due to being streched thin.		
Current Performance Level (include specific measure):	Currently we are at 35 to 45 units New and Used. We just hired our fourth sales person this month.		
Goal (what do you want to achieve?)	Grow our monthly Sales back to 60 units. Maintain that level with Four Sales people. Once Consistant review to grow.		
Goal Performance Level (include specific measure)	60 units New and Used		
Goal Start Date:		Goal End Date:	
First Check-in Date:		Performance Objective:	45
Second Check-in Date:		Performance Objective:	50
Third Check-in Date:		Performance Objective:	55
Fourth Check-in Date:		Performance Objective:	60
How does your goal align with the dealers' vision?	The Dealer is looking to find Consistansy with in the market and give our customer the best service we can along with realistaic growth.		
What are the potential benefits of achieving your goal?	Larger customer base higher profit. More units for our service and recon teams to work on. Ability to Serve our local communitys and customers better. Create more jobs.		
What are the potential consequences if you don't achieve your goal?	Risk of lossing the workers that we have due limited Gross. Loss in profits and potential Customers due to low inventories and less sales.		
Why is the goal important to you?	It is a building block of a healthy Sales department and of a Healthy Dealership. Which I am heavily infested in and want to see Succeed.		
Potential Obstacles	The up and down nature of the Economy we are in.The influx of New car Inventory from the Manufacturer.		



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Potential Solutions	Sourcing more used inventory and Maximizing the New Inventory that we get. Being Versitale in the market at all times.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	15 units at \$2800 a copy = \$42,000.00 additional Gross Also added Fix ops gross and future warranty and customer pay fixed ops gross.

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
Source more used inventory.	Use tools(Vauto, auctions etc)	John and sales management Team.	Buying 5-10 more units a month	April 1,2023 July 31,2023 March 31,2024
Train the Sales staff on Benifets of Leasing and customer retention.	Training manual	John	Higher lease percentage of sales	04/01/2023 07/31/2023 03/31/2024
Create QR codes to link our we buy your car tool on our website to market all customers.	Marketing team	John, Tom, Billy	Buying more units and also more sales.	04/01/2023 07/31/2023 03/31/2024
Spiff sales people and other Dealership employees if they get us used cars to buy.	Spiff plan	John, Tom, Billy	Getting more units through refferel	04/01/2023 07/31/2023 03/31/2024
Work on streamlining the Recon process to get units through faster.	Daily meetings and process changes	John,Clark, Billy, Mike	Quicker time to get units ready for sale.	04/01/2023 07/31/2023 03/31/2024



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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.

Quarterly reviews of processes in Departments and yearly reviews for individuals. Keeping open communication about goals and keeping the Team on the same page.

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

Click or tap here to enter text.

Sponsor Signature: