



HOMEWORK ACTION PLAN

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

Name Charlie Fick Class # N407

Dealership Cronerstone CDJR - Ford Date 2/20/2023

Current Situation or Challenge to be Addressed:	Used Vehicle Aged Inventory is to high		
Current Performance Level (include specific measure):	Currently have 52 units over 90 Days. This is 34% of total inventory		
Goal (what do you want to achieve?)	Our GOAL is to have less the 10% of our Inventory over 90 Days		
Goal Performance Level (include specific measure)	Goal is to have less the 10% of inventory over 90 Day		
Goal Start Date:	3/1/2023	Goal End Date:	4/30/2023
First Check-in Date:	3/13/2023	Performance Objective:	Be at >30% of Aged under 90 Days
Second Check-in Date:	3/31/2023	Performance Objective:	Be at >22% Of Aged under 90 Days
Third Check-in Date:	4/15/2023	Performance Objective:	Be at >17% of Aged under 90 Days
Fourth Check-in Date:	4/30/2023	Performance Objective:	Be at 10% Aged under 90 Days
How does your goal align with the dealers' vision?	By achiving this goal we will be maximize our profitability for the store.		
What are the potential benefits of achieving your goal?	Higher GROI for the sales department and a lower daily holding cost.		
What are the potential consequences if you don't achieve your goal?	Higher holding cost and high frozon capital.		
Why is the goal important to you?	With having a fast turn and not having old inventory with maintaining sales volume, the salespeople will be positive, service will make more money and the store will have a great GROI.		

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Potential Obstacles	Used car sales manager does not want to sell vehicle because of potential loss
Potential Solutions	.A: Set a hard turn process B: Create a payplan to reward quick turns
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	Of the total 299 unit delivered that were not lease buyouts of company transfers the units sold 1-90 days the front end ave GP was 2750.53 and the vehicles sold 91+ days GP avg was -1927.38 on 59 units. This is a difference of \$279,943 GP difference.

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
Get units reconed with a 5 day avg.	Inforce current process	Used Car Manager, Service Manager, Dispatcher	Used car manager meets with dispatcher daily to discuss order to be done and was is being held up	This should start 1st day and everyday until complete
Photo vehicle within 24 hour from when we aquire vehicle	Area for photos to be taken	Lot attentant, outside detail company	Vehicle to be sent out for complete detail and returned to store within 24 hours, and vehicle photoed	Start date is the day aquired and checkpoint is 24 hours later
Price vehicle on day one regardless of unknown recon	VAuto	Used car manager	That the vehicle has complete discription and vehicle details and priced to market	This should be done as soon has it avaiable in VAuto
Setup day buckets in VAuto for 7 day price changes	VAuto	Used car Manager	That every 7 day the units are review and prices are changed if necessary	This should be done on day 7 and every 7 days after until it hits 90 days.
Unit responsibilty is turned over to the General sales manager for pricing.	VAuto and ChatGTP	General Sales Manager	That the vehicle is priced at 96% of market or less and the vehicle discription is redone to get the	Starts on day 90 and reviewed daily.

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			most VDP's	
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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.

General sale manager is check in with service to ensure the sales manager is meeting daily and review VAuto as well

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

We will have a monthly meeting with all accountable person(s) to review any brake down and make adjustments were needed. We will also have a meeting with our detail company so they are aware of the expectation.

Sponsor Signature: _____