



HOMEWORK ACTION PLAN

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

Name <u>Ken Mills</u>	Class	# <u>N405</u>
Dealership <u>Jim Keras Subaru</u>	Date	<u>3/20/2023</u>

Current Situation or Challenge to be Addressed:	Trade Up Advantage sales currently trail the district average by a good margin. These sales are a great source of CPO units, and the program is a great way to retain customers and increase UIO for service.		
Current Performance Level (include specific measure):	For 2022, we finished at 12.6% TUA sales as a percentage of total sales.		
Goal (what do you want to achieve?)	Increase TUA sales, which will increase customer retention and add to CPO sales.		
Goal Performance Level (include specific measure)	20%. The district average for 2022 was 18% of retail sales		
Goal Start Date:	4/1/2023	Goal End Date:	12/31/2023
First Check-in Date:	6/30/2023	Performance Objective:	15% TUA sales as percentage of total new sales for Q2
Second Check-in Date:	9/30/2023	Performance Objective:	17.5% TUA sales for Q3
Third Check-in Date:	12/31/2023	Performance Objective:	20% TUA sales for Q4
Fourth Check-in Date:	Use Dropdown to enter a date.	Performance Objective:	Click or tap here to enter text.
How does your goal align with the dealers' vision?	The vision of Jim Keras Subaru is to provide quality vehicles and service to the Memphis area. By increasing TUA sales, we can shorten trade cycles for customers and add to the number of consumers enjoying Jim Keras Subaru vehicles and service.		
What are the potential benefits of achieving your goal?	Increased customer retention and CPO sales will add to units in operation for service while increasing overall retail sales		
What are the potential consequences if you	The new Subaru point in Memphis (owned by our group) will add market share at our expense, reducing UIO which has already been depleted by		

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don't achieve your goal?	splitting our AOR.
Why is the goal important to you?	As a new GM, losing market share and units in operation is a threat to my profitability. This action should maintain market share, increase UIO, and increase profitability.
Potential Obstacles	The sales team may be skeptical of sales from service. Our physical layout creates a barrier between sales and service. Some of our new sales staff have fewer customers in service.
Potential Solutions	Explain to sales staff the benefits and potential increase in commissions. Incentivize TUA sales with additional bonuses. Allow new sales staff to work with orphaned customers.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	If we increase TUA sales to 20% by capturing them as incremental increases in sales, that would add 8 new and 8 used sales for each month. At our current margins, this would add \$487500 in additional gross for the last three quarters of 2023.

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
Begin printing appointments from Subaru Care Connect	CareConnect	Ron Ansley	Print appointments for following day daily. Distribute to sales.	4/1-12/31/2023. Check in weekly to verify activity. CareConnect should show appointments printed daily.
Contact service customers who qualify	Appointments printed by sales managers	Sales staff	Contact every customer from service appointment log	4/1-12/31/2023 Check weekly and spot check for attempted contact. 100% attempted contact.

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Begin making offers to uncontacted customers	Service log, CareConnect appointment log	Ron Ansley, Caleb Wagerman	Customers who aren't contacted by the end of their service appointment will receive an offer via email after service.	7/1-12/31/2023 Delayed start for this action to accommodate creating new habits.
Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.
Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.
Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.
Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.

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.

CareConnect activity will become a permanent component of sales managers' daily activities. TUA sales will be tracked with a column on our shared sales log. Salesmen activity with service appointments will be tracked in CRM.

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

First meeting with sales manager is planning meeting. We discuss the goal, who is responsible for each activity, and the communication with sales staff. I will communicate the bottom line difference in gross profit for the increase in TUA sales and the need to maintain market share.



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Sponsor Signature: _____