HOMEWORK ACTION PLAN

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

Potential Obstacles	Some potential obstacles are used truck prices dropping, economy slowing, added costs due to lot rot, new technology making older trucks obsolete
Potential Solutions	Write downs on least desireable trucks, reducing prices and just taking the loss and moving on, incentives on oldest units to encourage salesmen to actively promote them
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	The dollar ammount outside of the $456,039.94 is far greater. Not only will I have more cash to buy with but I will be able to stop writing down past mistakes which will eaqual higher profits across the used department

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
Continue to incrimentally write down the worst off units	Continue to buy used trucks and pack them	Myself	Heavily reduce financial impact of	Continious until done
Feature old units online and pay for premium listings	Truck paper and comercial truck trader as well as facebook and other social media platforms	Myself	More opportunities to take deals offered on trucks	Continuous until units are gone
Create spiffs and commision plans to incentivise selling old units	Meeting with ownership to approve pay plans or spiffs	Myself	Salesman switching people to those units to get the spiff	Continuous until units are gone
Taking trucks to the auction	Finding an auction that deals in heavy trucks	Myself	Encure large losses but free up a large portion of cash	2-29-24 to 5-1-24
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Name	Ian Keberlein	Class #	ATD048
Dealership	L&S Truck Center	Date	4/12/2023

Current Situation or Challenge to be Addressed:	High dollar ammount of aged Inventory		
Current Performance Level (include specific measure):	$456,039.94 in aged inventory over 365 days old		
Goal (what do you want to achieve?)	Get rid of aged inventory and maintain a healthy inventory		
Goal Performance Level (include specific measure)	Reduce that level to under $75,000		
Goal Start Date:	5/1/2023	Goal End Date:	5/1/2024
First Check-in Date:	7/31/2023	Performance Objective:	Reduced aged units by $100,000 through sales and write downs
Second Check-in Date:	10/31/2023	Performance Objective:	Reduced aged units by $100,000 through sales and write downs
Third Check-in Date:	11/1/2023	Performance Objective:	Reduced aged units by $100,000 through sales and write downs
Fourth Check-in Date:	2/29/2024	Performance Objective:	Reduced aged units by $100,000 through sales and write downs
How does your goal align with the dealers' vision?	It aligns through making every department as profitable as possible as well as selling a reliable goos product		
What are the potential benefits of achieving your goal?	Some of the benefits are more cash flow, the ability to buy newer and more profitable trucks, and less likelyhood of issues of lot rot decreasing profits even more		
What are the potential consequences if you don't achieve your goal?	Continued expenses on already unprofitable trucks, value of aged trucks continuing to fall, frozen capital, less new inventory to bring in new buyers		
Why is the goal important to you?	This goal is important to me because the used department has not been profitable and with a clear goal and plan can become another profit center for the dealership and give us the ability to expand, refresh, and add staff and more services.		