



HOMWORK ACTION PLAN

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

Name Karla Curtsinger Class # N405
 Dealership Jaguar Land Rover Riverside Date 3/1/2023

Current Situation or Challenge to be Addressed:	Sales Meetings are too long and not engaging.		
Current Performance Level (include specific measure):	30-45 min meetings		
Goal (what do you want to achieve?)	15 min or less with good content		
Goal Performance Level (include specific measure)	Engaged team members with valuable information		
Goal Start Date:	3/1/2023	Goal End Date:	3/31/2023
First Check-in Date:	3/10/2023	Performance Objective:	3 item agenda
Second Check-in Date:	3/17/2023	Performance Objective:	Engaging content
Third Check-in Date:	3/24/2023	Performance Objective:	15 mins or less
Fourth Check-in Date:	3/31/2023	Performance Objective:	All previous objectives met
How does your goal align with the dealers' vision?	By conducting engaging meetings in a shorter span of time, we will have a Sales staff that is focused on specific topics and maintain interest in the agenda.		
What are the potential benefits of achieving your goal?	Discussing specific topics of focus, and engaging the team, will allow us to accomplish specifics short term goals which will lead to achieving long term goals.		
What are the potential consequences if you don't achieve your goal?	Meetings will feel more like a chore than a benefit and will be a waste of time for everyone.		

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Why is the goal important to you?	It is important to have buy-in from the team in order to achieve maximum success.
Potential Obstacles	Disorganized agenda, non-engaging topics, loss of interest from the team
Potential Solutions	Read the room. Remove distractions. Encourage participation.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	It is difficult to put a monetary value in achieving this goal. However, engaged, bought-in sales people will naturally perform better which will lead to financial growth.

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
Meet with Managers to discuss new meeting structure	Management team	General Manager	Open discussion and understanding of why the new meeting structure is beneficial	3/1/2023
Announce daily meeting time and attendance expectations to the team	Manager, Sales Team	Sales Manager	Understanding that meetings will begin at the set time and who must be in attendance	3/1/2023
Hold first sales meeting with new agenda	Sales Managers, Sales team	Sales Manager	Hold meeting in promised amount of time (15 mins) and no longer	3/2/2023
Hold Sales Meeting with different agenda in same format	Management and sales team, topics of discussion	Sales Manager	Team participation and engagement	3/3/2023

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SPECIFIC ACTION/STEP	NECESSARY RESOURCE(S)	ACCOUNTABLE PERSON(S)	EXPECTED RESULT	START, END, & CHECKPOINT DATES
Observe multiple meetings throughout the month to verify proper structure and engagement	Sales Manager, Sales Team, GM	General Manager	Positive participation and valuable information presentation.	3/6/2023-3/31/2023
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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.

Consistent discussion regarding general observations from Sales Managers when it comes to post-meeting attitude and results from the sales team.

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

Open discussion with Sales Managers regarding the benefit of the new sales meeting structure and agenda topics.

Sponsor Signature: _____