



HOMEWORK ACTION PLAN

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

Name <u>Danny Limongelli</u>	Class #	<u>409</u>
Dealership <u>Jo Dan Buick GMC</u>	Date	<u>4/22/2023</u>

Current Situation or Challenge to be Addressed:	Leads not addressed in a timely fashion. Also not following up or answering leads in CRM.		
Current Performance Level (include specific measure):	Currently 2 sales people. Assistant sales mgr. and GSM. Approximately 240 leads generated per sales person. About 40-50 leads are actually answered/ followed up.		
Goal (what do you want to achieve?)	Sales teams lacks leadership and process. Hire BDC person specifically to follow up on leads, make appts., appoint, and follow along the process.		
Goal Performance Level (include specific measure)	BDC rep. pay structure is based on appts. and accountability. What was the increase in sales after hiring the BDC rep.?		
Goal Start Date:	3/31/2023	Goal End Date:	4/21/2023
First Check-in Date:	4/7/2023	Performance Objective:	Click or tap here to enter text.
Second Check-in Date:	Use Dropdown to enter a date.	Performance Objective:	Click or tap here to enter text.
Third Check-in Date:	Use Dropdown to enter a date.	Performance Objective:	Click or tap here to enter text.
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?	Holding everyone accountable and being consistent with the message that these leads are customers that are interested or in the market to buy vehicles.		
What are the potential benefits of achieving your goal?	Increased sale and service. Life long customer relationships.		
What are the potential consequences if you don't achieve your	Lost sales. Sales people morale declines. Sleepless nights for myself.		

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goal?	
Why is the goal important to you?	To increase overall sales. To deliver a different buying experience for our customers. Taking pride in our people, dealership, and product.
Potential Obstacles	Lack of drive and motivation from managers, has domino effect through the sales floor.
Potential Solutions	.Hired BDC to specifically by hands on every lead, even though it's the assist mgr. and GSM job.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	We can and have the potential to increase business trifold, with the achievable goal set at a attainable 5x's the amount of business.

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
Hire BDC rep.	Assist mgr. working in conjunction with the BDC rep.	Directly involved in customer buying process. Starting with the lead.	Putting a process in place for accountability.	3/31/2023 Still ongoing.
GSM is ultimately responsible for the sales process and making sure its followed.	Having meetings once a week doesn't work. Insisting on 3-4 meeting a week. Hiring addtl sales consultants.	BDC GSM Assist SM And myself	Stated to all parties that there is to be no delay in there job requirements. If so there will be consequences.	3/1/2023 Still ongoing.
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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.

Daily check ups on people, process, and insuring that the CRM and other software is being used correctly.
 Going over issues instantly, being proactive instead of reactive.

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

Bi- weely conversation with marketing, CRM, and other partners that we count to succeed. I used to say when an employee introduced me to a customer, I am a co-worker. I realize my team needs a leader, not a co-worker.

Sponsor Signature: _____