



HOMEWORK ACTION PLAN

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

Name <u>Michael Moscatello</u>	Class # <u>N-404</u>
Dealership <u>New Rochelle Chevrolet</u>	Date <u>4/20/2023</u>

Current Situation or Challenge to be Addressed:	Entering into the Digital Retailing Market Successfully		
Current Performance Level (include specific measure):	We currently do Zero Digital retailing		
Goal (what do you want to achieve?):	Set up digital retailing platform and start succesfully selling vehicles remotely		
Goal Performance Level (include specific measure)	Move to retailing 35 units per month on the digital retail platform by 12/31/2023		
Goal Start Date:	6/1/2023	Goal End Date:	12/31/2023
First Check-in Date:	8/15/2023	Performance Objective:	Selling 10 units per month on digital retail platform
Second Check-in Date:	9/30/2023	Performance Objective:	Selling 15 units per month on digital retail platform
Third Check-in Date:	10/31/2023	Performance Objective:	Selling 25 units per month on digital retail platform
Fourth Check-in Date:	12/15/2023	Performance Objective:	Selling 30 units per month on digital retail platform
How does your goal align with the dealers' vision?	It doesn't completely align however we understand this will be the way of the future sales		
What are the potential benefits of achieving your goal?	Becoming a leader in digital retailing and selling substantially more vehicles per month		
What are the potential	Falling behind against competition, and ultimately losing market share		

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consequences if you don't achieve your goal?	
Why is the goal important to you?	This goal is important to me for the future success of myself and my dealership
Potential Obstacles	Old ways of thinking by veteran managers and salesman creating a negative mindset Negative mindset of finance department because some customers wont be coming into the dealership for the purchase of a vehicle and that is assumed to be costing them money.
Potential Solutions	Younger Tech Savvy managers and sales staff leading the way showing the value of digital retailing
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	Successfully digital retailing vehicles could add an additional \$70,000 per month in gross profit from sales division and increasing opportunities for parts and service as well

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
Researching digital retailing platforms	Product demonstrations from various platforms	Executive Manager	Finding solution that is the best fit for our dealership	Start- 5/1/2023 Check in 5/15/2023
Sign up with digital retailing platform	Dealer principle signing off and giving ok	Executive manager, Finance Director	Launch live digital retailing platform	5/20/23 start date completion 6/1/23
Training managers and sales staff on digital platform usage and success.	Trainers from Digital Platform	Finance Manager Sales managers and sales people	Staff fully trained for digital retailing opportunities	5/25/23 start date completed 5/31/2023

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SPECIFIC ACTION/STEP	NECESSARY RESOURCE(S)	ACCOUNTABLE PERSON(S)	EXPECTED RESULT	START, END, & CHECKPOINT DATES
Go live on digital retailing platform	Click or tap here to enter text.	Finance Manager Sales managers and sales people	Selling 10 vehicles on digital platform in first month	Start 6/1 end 6/30/23
90 day check in on digital platform	Sales data	Finance Manager Sales managers and sales people	15 vehicles per month sold on digital platform	Start 6/1 check in on 9/15/2023
Final check in on success of digital platform	Sales data over the last 6 months	Sales managers finance managers and sales consultants	30 vehicles per month sold on digital platform	Start 6/1 check in 9/15 end 12/31/23
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.

We will ensure we are not following back into previous habits by continually training and reinforcing the digital process and procedures we have implemented and growing the digital retail customer base to maximize dealership opportunities.

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

We will have implementation meetings with variable operations department, overviewing the addition and expansion into the digital retailing market. What it means in terms of growth potential and opportunities for added sales and gross profit. Explaining to finance departments that because the customers aren't coming into the dealership doesn't mean they would be losing opportunities to sell VSC packages and cost them money. Digital retailing should be an added opportunity for the dealership to make revenue in turn giving the finance managers greater opportunities on customers they may not have had a chance to sell.



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Sponsor Signature: _____