



HOMWORK ACTION PLAN

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

Name STEVEN CARTER Class # N409
 Dealership EXPRESSWAY TOYOTA Date 5/1/2023

Current Situation or Challenge to be Addressed:	We need more volume in the used car department.		
Current Performance Level (include specific measure):	83 used per month		
Goal (what do you want to achieve?)	100 used per month.		
Goal Performance Level (include specific measure)	100 used deliveries per month.		
Goal Start Date:	5/1/2023	Goal End Date:	12/31/2023
First Check-in Date:	5/30/2023	Performance Objective:	90
Second Check-in Date:	6/30/2023	Performance Objective:	95
Third Check-in Date:	7/31/2023	Performance Objective:	100
Fourth Check-in Date:	8/31/2023	Performance Objective:	105
How does your goal align with the dealers' vision?	Our goal aligns perfect. We understand the need for a strong used vehicle department in a new Toyota store.		
What are the potential benefits of achieving your goal?	More gross and oppurtunity across the entire store.		
What are the potential consequences if you don't achieve your goal?	Loss of revenue and profit. Potentially staff as well.		
Why is the goal	This will ensure that everyone in the dealership will have the ability to		

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important to you?	increase their earnings.
Potential Obstacles	Red hot new car market and commission on new vehicles.
Potential Solutions	ADOPT PRICING POLICY, USED CAR BONUS PLAN. ADD BUYERS
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	AT OUR CURRENT PRU OF \$4779 SELLING 83 CARS = 396,657. WHEN WE INCREASE TO 100 UNITS THE SALES DEPARTMENT WILL GROSS 477,900 THAT A MONTHLY INCREASE OF 81,243 AND YEARLY INCREASE OF 974,916.

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
STOCK MORE INVENTORY	ADD AN ADDITIONAL BUYER	GSM AND UCM	GROW INVENTORY FASTER	5/1/2023 CHECK 5/30/2023
USED CAR BONUS FOR SALES	GSM OWNER	UCM GSM	SELL MORE USED IN A NEW CAR MARKET	5/1/2023 TO 5/30/2023
PRICING POLICY	VAUTO AND UCM	UCM DESK MGR GSM	TURN INVENTORY FASTER	5/1/2023 TO 5/30/2023
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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.

WE MUST EDUCATE THE STAFF AND SHOW THEM REAL FIGURES THAT IMPACT THEIR EARNINGS. THEY MUST BE ABLE TO SEE THE VISION AND HOW IMPORTANT IT IS. THEY NEED TO BE INVOLVED IN THE CHANGE, PART OF THE PROCESS. DAILY DISCUSSIONS WITH MANAGERS AND SALES STAFF. GIVE THEM ABILITY TO MAKE DECISIONS OR MODIFICATIONS. MONTHLY PERFORMANCE GOALS.

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

We met as a management staff to go over changes and refocus on used vehicles. We had Toyota come in and audit our process with TCUV and give us some training and best practice ideas. KC Nix a national trainer cam to the store and worked with the guys. Service sales and parts.....

Sponsor Signature: _____