



HOMEWORK ACTION PLAN

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

Name Noah Jacob Class # Click or tap here to enter text.
 Dealership Maserati of Naperville Date 5/18/2023

Current Situation or Challenge to be Addressed:	New Maserati Sales numbers significantly dropped in second month of Q2		
Current Performance Level (include specific measure):	38% below budget (-28 vehicle/unit)		
Goal (what do you want to achieve?)	Reduce the gap to minimum of 10% of Q2 budget/goal		
Goal Performance Level (include specific measure)	68 Units		
Goal Start Date:	5/10/2023	Goal End Date:	6/30/2023
First Check-in Date:	5/28/2023	Performance Objective:	4 units
Second Check-in Date:	6/8/2023	Performance Objective:	7 Units
Third Check-in Date:	6/18/2023	Performance Objective:	6 Units
Fourth Check-in Date:	6/28/2023	Performance Objective:	5 Units
How does your goal align with the dealers' vision?	We have the same aim and purpose to maintain a growing market share in this segment of vehicles and my plan/goal is mirror to the company bigger picture of vision being dealer of the year and gain market		
What are the potential benefits of achieving your goal?	Financially, it will be a benefit of 300k+ Gross, none financially, maintain/increase market share and area leaders in this segment		
What are the potential consequences if you don't achieve your goal?	Increasing the risk of aged inventory with new model year arriving, reduction of financial gross and losing market share		
Why is the goal	The trust of my stockholders/owners, the reputation of my store and the		

HOMEWORK ACTION PLAN

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

important to you?	keeping the positive motive within my team financially and none.
Potential Obstacles	Dropped leads, less traffice
Potential Solutions	Investing in marketing and adviertising, taking advantage of upcoming memorial day and summers holiday to increase the traffice with variety of marketing campagins
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	\$311,500

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
Service upgrade programme	Sold units 2019 and before available in dealerTrack	BDC	Increase the traffice in the store	05/07/2023
Grecale Sales event	Stellantis, dealerconnect	Sales team	Increase sales numbers	05/10/2023
Lease upgrade programme	DealerTrack, VIN	BDC/Sales team	Increase leased units/buyouts	05/12/2023
Trade-in Value programme	Advertise/ dealertrack	BDC/Sales team	Increase used inventory and increase new cars sales	05/07/2023
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.
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.

HOMEWORK ACTION PLAN

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

SPECIFIC ACTION/STEP	NECESSARY RESOURCE(S)	ACCOUNTABLE PERSON(S)	EXPECTED RESULT	START, END, & CHECKPOINT DATES
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.

Set the daily intractions (outbound activity) to not be mainly by BDC but also by sales team. Daily 50 calls, 100 text, 30 email.

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

With BDC director, set the plan for current and upcoming campagins to increase the the traffice and SHOW appointment, sales team meeting, set goal and the explained the plan and resources and the HOW, daily wrap/review to stand on the numbers and what has been done and how it can be done better or differently

Sponsor Signature: _____