



HOMEWORK ACTION PLAN

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

Name Jim Ledsome Class # Class 047/ VO2 Class 048

Dealership The Pete Store Date 5/22/2023

Current Situation or Challenge to be Addressed:	Over the last two years the sales staff has not been challenged. Taking orders and waiting for them to arrive has become their routine. The challenge is reigniting the fire that once burned in them to get out and prospect.		
Current Performance Level (include specific measure):	The current level of prospecting is at an all time low. The representatives will say "we are in allocation and do not have any trucks to sell" or "we don't know when the factory will actually build the trucks, so why even sell them"		
Goal (what do you want to achieve?)	Prepare the reps for the pengelum shift that's coming. Truck deals will go south and in order for them to capitalize in a depressing market, they must be proactive and involved in their local territory.		
Goal Performance Level (include specific measure)	The goal is to conduct a minimum of 7 in-person meetings a week.		
Goal Start Date:	6/5/2023	Goal End Date:	9/5/2023
First Check-in Date:	6/12/2023	Performance Objective:	7 in-person meetings prior week
Second Check-in Date:	6/19/2023	Performance Objective:	7 in-person meetings prior week
Third Check-in Date:	6/26/2023	Performance Objective:	7 in-person meetings prior week
Fourth Check-in Date:	7/3/2023	Performance Objective:	7 in-person meetings prior week
How does your goal align with the dealers' vision?	Truck dealers are experiencing an average or 40% increase in expenses. Flooring cost is one of the highest expenses a dealership will face today with interest rates on the rise. Staying in front of customers and managing each deal through the finish line will help mitigate exposure on flooring line and improve the chances of closing the deal to the intended client.		
What are the potential benefits of achieving your goal?	Forging a better relationship with customers that you are not currently engaged with and building an opporutnity to grow marketshare in the future when trucks become available		
What are the potential consequences if you don't achieve your goal?	Losing traction at customers to other OEM reps that are currently courting/prospecting		

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Why is the goal important to you?	Sales reps have had it easy over the last two years. The income level's achieved for the limited amount of work have been like never before in history. Resetting their expectations and getting them back to boots on the ground will slow the slide into a recession. They still have great potential but it is going to be a grind. As we add new emissions regulations it is going to get even harder to move new trucks. They must get into the mindset today that they were in around 2011. If they do not start touching customers and prospecting new business, they will be run over and end up out of a job.
Potential Obstacles	Customers pushback on timeframe, cost, unknown emissions changes and other OEM's making promises that we will not. Other OEM's cutting their pricing ahead of the market slowing down which puts a glaring gap on price.
Potential Solutions	Relationships overcome objections. Building on your personal and business relationship with a customer has never hurt your chances of closing business.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	<p>The goal is for each rep (4 in Baltimore) to visit with 7 people per week. An average close of 1 sale; from 7 meetings; from 15 calls; 50 weeks per year. Each rep would generate 50 truck sales based on this input for a total of 200 in Baltimore. At an average gross profit of 7.4% (\$17,500) per unit sold, the new truck department impact could be \$3,500,000 in gross profit.</p> <p>The F&I department averages \$4,415.19 per unit. At a close ratio of 33% they could expect 66 new opportunities accounting for \$291,402.54 in finance reserve.</p>

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
Track meetings in CRM/Excel weekly	CRM is preferred but an Excel file is fine	Salespeople, F&I Manager, Sales Manager	Expected 7 meetings per week. The forecast results are 50 truck sales/per rep and \$4,415.19 in F&I every 3rd sale	Meeting tracking will begin 6/05/23 to allow them to plan out prospecting list using RigDig and historic customer data
Review the weekly meeting input monthly with Sales Manager	Record of meetings and any notes taken.	Salespeople, Sales Manager	Determine if the meetings are fruitful and how to improve the closing ratio	First meeting will take place 07/05/23. They will continue every 30 days

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Monthly meeting with F&I	Review all current deals	Salespeople, F&I Manager	Improve capture ratio by getting F&I involved on EVERY deal	First meeting will take place 07/05/23 and continue every 30 days
Quarterly review with Sales Manager on performance	Review all deals	Salespeople, Sales Manager	Find gaps in process that impact GP on prior deals. This is an effort to be more efficient in the future	Mid-year review will start this practice and will continue every 3 months

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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.

The behaviors will be set with consistent effort for 90 days. If the reps are able to capitalize on additional truck deals, they will "buy in". If allocation and a slowing market are too strong for this prospecting effort to work, it might be a sign that you have an underperforming rep. The manager needs to identify in their monthly review of deals and meetings that a rep isnt seeing results. They must then make the effort to visit customer with the rep and see if the rep has what it

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takes to do the job. Based on verifying the reps ability in the field first hand, a manager might look to transition a rep out of the job or let them go.

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

The most significant planning is determining a route based on customers for the reps to visit effciently. The second part of planning is where the data will be housed. If you have a CRM, use it. In our case, we will utilize excel to document meetings and keep record for future use.

Sponsor Signature: _____