



HOMWORK ACTION PLAN

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

Name Darin Jenkins Class # N407
 Dealership CMA Honda of Winchester Date 5/24/2023

Current Situation or Challenge to be Addressed:	xI am going to create a Vehicle Upgrade Specialist position that will strictly work in the service lane to help increase our Service to Sales numbers. It will also help us build our used car department inventory with cars we know and want at a fair price. The goal will be to eliminate auction purchases.		
Current Performance Level (include specific measure):	We currently average less than 5 vehicles a month from the service lane.		
Goal (what do you want to achieve?)	Our end goal is to get to 2% of our monthly customer pay RO's. We currently average about 1425 customer pay RO's per month so we will be shooting for roughly 28 sales out of this position.		
Goal Performance Level (include specific measure)	5 vehicles first 2 weeks of program 10 vehicles purchased by end of the first month By the end of second month we should be at 20 cars purchased		
Goal Start Date:	6/1/2023	Goal End Date:	12/31/2023
First Check-in Date:	6/15/2023	Performance Objective:	We will like to be a 5 vehicles purchased from the service lane by 6-15-23 which will be 2 weeks into program
Second Check-in Date:	6/30/2023	Performance Objective:	10 vehicles purchased form the service lane by the end of June. By now we should have all processes in place. We will evaluate our progress at our end of month financial review to see what tools or other resources we may need.
Third Check-in Date:	7/15/2023	Performance Objective:	10 vehicles purchased from lane in the first 2 weeks of the second month.

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Fourth Check-in Date:	7/31/2023	Performance Objective:	20 vehicles purchased from the service lane by the end of the second month.
How does your goal align with the dealers' vision?	Our dealers vision is to be between 2-4% of our customer pay RO's so we would be right in line with the vision by the end of the calendar year.		
What are the potential benefits of achieving your goal?	<p>Less Auction purchases at a higher cost to the market</p> <p>More turns on used cars because these should be cars we are familiar with and have been into our service dept and had some repairs already completed therefore needing less during used car evaluation process</p> <p>More buy in from service advisors because their pay plan will be set up to benefit from these purchases</p> <p>Better CSI for dealership because of added benefit to customer to know exactly their equity position everytime they come to dealership</p>		
What are the potential consequences if you don't achieve your goal?	Employees may not see value in the position and have a "Here We Go Again" feeling towards the process.		
Why is the goal important to you?	The goal is important to me because I know that there is business in this area that we are not capturing. As long as we have the right person with the right processes in place we can and will make it work.		
Potential Obstacles	<p>Lack of buy-in from the service dept</p> <p>Giving up because we are not getting immediate results</p> <p>Not having the right tool to determine which customers are the target customers.</p>		
Potential Solutions	<p>.Make sure that the service advisors are compensated correctly so they are helping to attract business</p> <p>Build a payplan that discourages negativity. We have to realize that this is a newly created position and there are going to bumps in the road at the beginning. We can't let this employee get discouraged by not compensating well enough to get us started.</p>		
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	We believe that we can increase our used car front gross from our current \$2146 PVR to \$2400 PVR by capturing the right vehicles at the right price from the service drive		

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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
Identify the Right Person for Position	Job Description, Pay Plan, Interviews for potential candidates, Create Work Schedule	GM, GSM, UCM	It is expected that we have the right person in this position by the end of May	5-22-23 Start Date 5-31-23 End Date
Auto Alert Demo	Watch demo on Auto Alert to see if we think this is the best tool for Data Mining	GM, GSM, UCM	Determine if this is the best tool to use to help us succeed	5-25-23 Demo Scheduled
Full Throttle Stream Advertising Demo	Watch demo to see if this tool is best suited to capture customers thru data mining	GM, GSM, UCM	Make a decision between this tool and Auto Alert	5-26-23 Demo Scheduled
Revise Service Advisor pay plan to get buy in	Click or tap here to enter text.	Service Mgr	This will encourage advisors to want to get involved without getting short changed	6-1-23 Start
Start teaching how to appraise vehicles using VAuto	Access to VAuto	UCM	We expect to get this person trained to be able to appraise vehicles on their own without getting a manager involved	6-1-23 Start 7-1-23 Should be comfortable appraising most vehicles on their own

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SPECIFIC ACTION/STEP	NECESSARY RESOURCE(S)	ACCOUNTABLE PERSON(S)	EXPECTED RESULT	START, END, & CHECKPOINT DATES
			on every appraisal.	
Train on new data mining tool so we can build processes to be as successful as possible	Either Auto Alert or Full Throttle rep for training	GSM, UCM	Identify specific customers and specific cars to target	6-1-23 Start 7-1-23 Bullet proof process should be in place
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.

I would expect us to be at our 2% number by the end of 2023. At this point, we will continue to raise the bar and go to 3% of customer pay RO's. My goal is to make this a position in the dealership that salespeople want to be in because they now see value in it. We will probably have to grow this position into multiple people.

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

This person will be invited to our weekly manager recap meetings on Monday mornings to discuss opportunities as well as successes.

Sponsor Signature: _____