



HOMEWORK ACTION PLAN

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

Name Kendon Campbell Class # N407

Dealership Campbell VW of Edmonds Date 5/25/2023

Current Situation or Challenge to be Addressed:	Internet pricing is deceptive - I want to get rid of all online pop up / information needed / false pricing deas / etc.		
Current Performance Level (include specific measure):	Poor - click bait littered throughout website.		
Goal (what do you want to achieve?)	Looking to make home page and VDP more transparent		
Goal Performance Level (include specific measure)	Great - what you click on it what you get, no tricks or games for information		
Goal Start Date:	5/25/2023	Goal End Date:	6/30/2023
First Check-in Date:	6/1/2023	Performance Objective:	Buy in from leadership team
Second Check-in Date:	6/8/2023	Performance Objective:	Have strategized with Marketing Manager
Third Check-in Date:	6/15/2023	Performance Objective:	Commitment from web provider
Fourth Check-in Date:	6/23/2023	Performance Objective:	Website audit to show no click bair
How does your goal align with the dealers' vision?	We aim to be customer-centric, transparent, and convienct for our customers to get the information they are looking for		
What are the potential benefits of achieving your goal?	Decrease bounce rate, increase traffic, consistency with our mission and ultimatly more car sales		
What are the potential consequences if you don't achieve your goal?	Continued mediocrity - our website will not stand apart from other dealerships and continue to frustrate our customer base.		
Why is the goal important to you?	You know its bad when you hate it on your own website, or when shopping online elsewhere. This to me is a no brainer because I feel the frustration first hand.		
Potential Obstacles	Leadership buy in as some may see this as a negative impact to our leads		



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Potential Solutions	Remove it from our website
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	Hard to know at this stage. I believe that having the best website in a major metro market will drive traffic and the bottom line exponentially. As with anything after 30 days we will review traffic/browsing data/click rate/ lead generation and

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
Leadership Meeting Sharing Vision	Conference room	Myself, GM, GSM, Internet Sales Manager	Pushback	5/25/23
1 on 1 with Marketing Manager	Meeting Space	Myself, Marketing Manager	Alignment and breakdown of logistics	6/1/23
Meeting with Website Provider	Phone or Computer	Marketing Manager	Process clarification and launch	6/15/23
Follow up and monitor data moving forward	Time and structure	Marketing Manager	Improved click rate, landing time, hit and ranking	7/30/23
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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.



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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.

Once it is fixed it will need a manager to change it back. I do not see this being an issue.

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

Met with my GM to get initial buy in. Do not want to step on toes of those I have elected wise enough to properly handle this sort of thing.

Sponsor Signature: