



HOMWORK ACTION PLAN

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

Name David Mesa

Class # 410

Dealership Mercedes-Benz of Bonita Springs

Date 5/14/2023

Current Situation or Challenge to be Addressed:	Increasing used car volume				
Current Performance Level (include specific measure):	Currently selling 103 pre owned vehicles per month (Jan-Feb)				
Goal (what do you want to achieve?)	Our goal is to average 125 pre owned vehicles per month				
Goal Performance Level (include specific measure)	Click or tap here to enter text.				
Goal Start Date:	6/1/2023	Goal End Date:	6/1/2024		
First Check-in Date:	8/1/2023	Performance Objective:	110 Pre owned sales		
Second Check-in Date:	12/1/2023	Performance Objective:	115 pre owned sales		
Third Check-in Date:	2/1/2024	Performance Objective:	120 pre owned sales		
Fourth Check-in Date:	5/1/2024	Performance Objective:	125 pre owned sales		
How does your goal align with the dealers' vision?	This is the vision of the store currently. All departments are on board and ready to grow the pre owned department. Doing this will benefit all other departments that will grow along with our pre owned vision.				
What are the potential benefits of achieving your goal?	Increased customer base Generate more profit Other departments will grow as well				
What are the potential consequences if you don't achieve your goal?	Stagnant growth of dealership as a whole				



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Why is the goal important to you?	This is how we will get the dealership to get closer to its maximum potential
Potential Obstacles	Seasonality of our dealer location (snowbirds)
Potential Solutions	Sell more vehicles over internet and phones to other locations in the U.S
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	By achieving our goal, our profitability of the whole store will rise. Pre-owned sales with similar profit will increase our GP nearly 25% (\$1,478,882 to approx 1.85 million). Internal revenue will also increase roughly 25%(\$217,455 to approx \$271,000).

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
Expand our pre owned inventory	Approval to spend more money to acquire more vehicles	UCM/GM/DP	DP to allow UCM to purchase more vehicles	* June 1st 2023 *N/A *Check every month to make sure we are growing the amount of vehicles in inventory
Market to a larger AOI	Advertising team	UCM/ advertising team/GM	Open our AOI to a larger market to generate more interest.	* June 1st 2023 *N/A *Monthly check to see if we are selling more out of our area.Especially during summer
Hire more techs	Money for tech sign on bonus	Service Director/ Service Manager/ GM	Acquire more techs with bonus and/or competitive pay	June 1st 2023 N/A Weekly checkpoints to make sure we are



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Establish more efficient recon process	Training process for express/lube techs to advance to the line		Hire more express techs and train current express tech to make the line	attempting to gain as many techs that the shop can handle
Turn pre owned vehicles faster	Process Recon process UCM managing inventory	Recon lead/UCM/sales persons	Get vehicles through the shop and photographed within 72 hours	June 1st 2023 N/A Everyday checkpoints. UCM/recon lead to walk lot and make sure our "checkerboard" process is actively up to date.
Hire more salespeople	Hiring process/ads	GM/UCM/NCM	More salespeople will allow our store to sell more vehicles	June 1st 2023 N/A Everyday check up
Expand financing options	More banks to fund different types of deals Finance team that can work every type of deal	Finance managers/director/ GM/UCM	Allow our store to sell different kinds of vehicles to an array of clientele	June 1st 2023 N/A Checkpoints weekly. Make sure we aren't losing deal that can not be funded

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.

We will set expectations for everyone involved. Holding everyone accountable to their expectations is the answer to establishing and maintaining new habits.

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

Weekly sales and service management meetings to ensure both operations are cooperating and aiming for the same goal.
 Recon meetings throughout everyday business to make sure our processes do not fall apart.

Sponsor Signature:

