



## HOMEWORK ACTION PLAN

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

Name <u>Edward shaker</u>	Class #	<u>N408</u>
Dealership <u>Shaker family hyundai</u>	Date	<u>6/16/2023</u>

Current Situation or Challenge to be Addressed:	Internet closing %		
Current Performance Level (include specific measure):	8%		
Goal (what do you want to achieve?)	12%		
Goal Performance Level (include specific measure)	12%		
Goal Start Date:	6/1/2023	Goal End Date:	10/31/2023
First Check-in Date:	7/31/2023	Performance Objective:	10%
Second Check-in Date:	8/31/2023	Performance Objective:	11%
Third Check-in Date:	9/30/2023	Performance Objective:	12%
Fourth Check-in Date:	10/31/2023	Performance Objective:	12%
How does your goal align with the dealers' vision?	Needed to achieve proper market share and providing exceptional service		
What are the potential benefits of achieving your goal?	Additional 20-30 units per month		
What are the potential consequences if you don't achieve your goal?	Substandard sales performance, substandard market share measured by Hyundai, loss of 50,000 gross per month		
Why is the goal important to you?	50-60k additional gross per month, proper market share		

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Potential Obstacles	Sales consultant reluctance to utilize videos with every internet lead
Potential Solutions	Ensure they get appt of client that video was sent to to ensure positive reinforcement
<b>BOTTOM LINE!</b> Financial Impact of Achieving Your Goal (expressed in dollars)	50k additional gross to sales line

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
Find out lowest performing internet sources	Elead crm	Nakia - ISM	Few lead sources that we don't do well with	June 30 23
Click through each lead on substandard performers	Elead crm	Nakia - Ism and sales managers	Will find obvious shortfalls in reponse strategy	June 30 23
Implement improvements	Elead crm, written outlines	Sales managers, ISM	Initial resistance with additional work	July 31
Measure impact	Elead crm	Ism sales managers	Will see noticable impact if implemented	August 30
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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.

Continued analysis of internet leads that was required to see what the shortfalls were in the first place

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

Weekly sales meetings looking into the weeds and details of these leads where the mistakes happen

Sponsor Signature: \_\_\_\_\_