

## HOMEWORK – ACTION PLAN

S Specific    
 M Measurable    
 R Relevant    
 T Time bound

What is your goal? What do you want to achieve? From what metric? To what metric? By what date?  
 Example: "I will decrease my 5K run time from 30 minutes to 21 minutes by June 15, 2020."

S M T

~~Implement new call answer script & get to 50% usage on mystery shop calls by August 31st.~~

Use call scripts to increase sales by 5% by November 30th

How does this goal align with or support your dealer's vision?  
 What are the BENEFITS of achieving your goal? What are the CONSEQUENCES if you don't?  
 Why is this goal important to you?

R

Our dealer prides itself on customer service, and this will help us provide better service.

Benefits - better customer service. More sales. More accurate data base of customer info.

Consequences - incorrect info. No add in sales. Increase in lost sales.

This is important to me as we want to be the premier provider of products in the area, and it starts with excellent customer service.

## HOMWORK – ACTION PLAN

How will you track your progress? Where will you find the information? How often will you check in?

**S M A T**

Call 10 mystery shops per week, and track success or failure to follow script. This will be done weekly

Potential Obstacles?



Salesmen don't follow script.  
Managers don't call.  
Coaching not done effectively

Potential Solutions?



Check ins with managers done weekly.  
Provide written coaching to salespeople not using script correctly.

**BOTTOM LINE!** What is the financial impact (expressed in dollars) of achieving your goal?

**S M R T**

If we averaged \$10 extra per ticket, it would mean \$250,000 additional revenue. Which would be 10% increase

**CONGRATULATIONS!** You've accomplished your goal! You 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.

**S**

Ensure mystery shopping continues on a regular basis.

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 RESOURCES?	WHO IS ACCOUNTABLE?	EXPECTED RESULT?	EXPECTED COMPLETION DATE?	ACTUAL COMPLETION DATE?	CHECK OFF
Script Written	Computer	Myself	Fully Written	5/12		<input type="checkbox"/>
Script Issued	Email	Myself/SJ	Start Use	5/15		<input type="checkbox"/>
Mystery Shop	Phone	Managers/Salespeople	50% followed	Start 6/12		<input type="checkbox"/>
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