



HOMEWORK ACTION PLAN

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

Name Sebastian Chodulski Class # N-413

Dealership Hoffman Lexus Date 7/4/2023

Current Situation or Challenge to be Addressed:	We need more used cars to achieve the 2 to 1 sales ratio, help with overall absorption and promote dealership growth. We are turning the existing inventory above the NADA guide with above guide GROI. We must develop processes to inquire used car inventory out side of the store.		
Current Performance Level (include specific measure):	The sore is turning the used car inventory at 15 with GROI above 140 %. The Used car department is runniing 6 % short for 40 % of the total store absorption goal. We need more used vehicles to sell.		
Goal (what do you want to achieve?)	1 to 1 ratio in the next 3 months, From there develop necessary positions and processes to achieve 2 used to 1 new ratio.		
Goal Performance Level (include specific measure)	1 to 1 in 3 months, 1.25 to 1 by year end, 1.5 to 1 by the end of 2024. 12 turns per year and 140 % GROI.		
Goal Start Date:	7/1/2023	Goal End Date:	9/31/2023
First Check-in Date:	7/31/2023	Performance Objective:	1 to 1 sales ratio (used to new)
Second Check-in Date:	8/30/2023	Performance Objective:	Same as above
Third Check-in Date:	9/31/2023	Performance Objective:	Same as above
Fourth Check-in Date:	9/30/2023	Performance Objective:	Are we able to find enough cars, what changes are needed to achieve the goal, Who is responsible for vehicle acquisition, recon and advertising.
How does your goal align with the dealers' vision?	We are all working to be the Elite Lexus dealer. The goal is to be the number one luxury store in our area. Providing great customer experience and above LEA CSI score.		
What are the potential benefits of achieving your goal?	The increase in used car sales will promote overall store growth. It will increase the absorption, service and parts total gross profit, We will be able to take more trades from the vehicles we sell. It will provide the possability to hire more staff for oll 3 departments.		

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What are the potential consequences if you don't achieve your goal?	If we are not able to increase the used car sales we will continue struggling with overall store absorption. This will become much more difficult if the new car market changes to pre covid condition. Now the new car department absorption is well above the NADA guides.
Why is the goal important to you?	I like to see the store grow. I enjoy to be a part of all the changes that happened in the last 3 years. I like to grow my team and develop other people to be leaders in the company in the future.
Potential Obstacles	Acquisition of used vehicles is difficult. There is a shortage of cars in the market now. That shortage will become even more visible over the next couple of years due to new car market performance over the last 3 years. Do we have necessary staff ?
Potential Solutions	Service department drive through is a great source of trades. Automotivemasterminds provides necessary tools for outreach to customers increasing new and used car sales and amount of trades. Iheart radio is helping with trades acquisition. Creation of the position for a used vehicle buyer or used car manager. We will need to be active at the auctions.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	Achieving the goal would greatly improve the store performance. We would easily be able to cover the 100 % absorption between fixed OPS and used car department. The increase in used car sales will promote internal parts and service growth. Great improvement in profit from DOC fees and all gross potential. This can only be achieved if the turn and GROI stay within the NADA guides. The risk of much larger used car inventory is the aging problem, lower turn and lower GROI. The most important at the end of each month is the net profit.

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
Mastermind utilization	Staff to handle the work load	Heather and her department	20 contacts per day per BDC rep	7/1/2023 to month end. Checking weekly
Trade appraisal process	Vauto	Sales managers	Obtaining more inventory from trades	7/01/2023 checking weekly
Using the existing used car inventory from the chain.	Check the inventory daily as the process/ what came in, where,	Sales managers	3 extra sales per week	7/01/2023, checking daily

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	is it hot, can I sell it to someone			
On line auctions	Access to the auction	Sales managers	Finding 5 cars per week	7/01/2023 to month end
ACV auction	We have it	Sales managers	Purchasing 3 cars per week	7/01/2023 to month end
Service drive through presence	Sales staff there in the AM	Sales managers	1 car per day	7/01/2023 to month end
Calling stores with aged inventory	Internet listings	BDC	3 cars per week	7/01/2023 to month end

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.

We will have to establish measurable objectives and goals. We as the sales management team will have to track those goals on daily and weekly basis. Adjust as necessary.

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

Weekly goals discussion. Team ideas. What we need to achieve the goals. Do we have the necessary staff. Are there any payplan changes necessary. What is the reward what happens if we fail ?

Sponsor Signature: _____

