



HOMEWORK ACTION PLAN

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

Name <u>Bryan Hedden</u>	Class	# <u>N415 Variable Ops 1</u>
Dealership <u>Fox Toyota</u>	Date	<u>7/20/2023</u>

Current Situation or Challenge to be Addressed:	Getting cost to market down from 96% to 85% on Pre Owned		
Current Performance Level (include specific measure):	96%		
Goal (what do you want to achieve?)	Lower cost to market		
Goal Performance Level (include specific measure)	85%		
Goal Start Date:	7/21/2023	Goal End Date:	10/15/2023
First Check-in Date:	8/15/2023	Performance Objective:	92%
Second Check-in Date:	8/31/2023	Performance Objective:	90%
Third Check-in Date:	9/15/2023	Performance Objective:	88%
Fourth Check-in Date:	10/15/2023	Performance Objective:	85%
How does your goal align with the dealers' vision?	This goal aligns well with dealers vision.		
What are the potential benefits of achieving your goal?	More profit on pre owned .		
What are the potential consequences if you don't achieve your goal?	Continue to make very little profit on pre owned.		
Why is the goal important to you?	To be able to consistently hit our gross profit forecasts every month.		

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Potential Obstacles	Not trading our customers out of their current toyota vehicle.
Potential Solutions	Working the service drive and our previous customers to trade them into a new toyota.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	This will improve our pre owned profit by approximately \$544,000 per month.

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
Buying/Trading in service drive	Obtain Service Appointments list for every day from Service Manager	GSM and Sales Managers	Get more pre owned and sell more new toyotas without purchasing at auction to lower cost to market	7/21/2023 start,check in every 2 weeks and end date 10/15/2023
Prospecting our customers	CRM and Dealer Daily	GSM and Sales Managers	Sell more new toyotas and take more trades without purchasing at auction to lower cost to market	7/21/2023 start,check in every 2 weeks and end date 10/15/2023
Train and coach Sales Managers on better skills on cost to market/market days supply and recon costs	Max Digital and Rapid Recon	GSM and Sales Managers	Obtain street purchases and trade ins with cost to market and recon costs along with market pricing in mind	7/21/2023 start,check in every 2 weeks and end date 10/15/2023
Continue training on KBB ICO	KBB ICO	Salesmen	Accuracy on condition/damage of vehicles to be	7/21/2023 and every week until

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			purchases or traded in	10/15/2023
Save a Deal meetings	CRM and Max Digital	Sales Managers	Buy/Trade/Sell at least 1 more vehicle every day	7/21/2023 and will continue daily
Sell every pre owned vehicle by 30-45 days adjusting price	Max Digital	GSM	Have lower cost to market by selling faster	7/21/2023 and will continue every 2 to 3 days
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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.

Continue to work service drive and take trades from our customers and not have to purchase from auctions.

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

I will have daily meetings with Sales Managers so we will have better communication on every deal.

Sponsor Signature: _____