



### HOMEWORK ACTION PLAN

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

Name Ryan J Fitzgerald Class # N412  
 Dealership Pohanka Kia of Salisbury Date 7/20/2023

Current Situation or Challenge to be Addressed:	Sell more used vehicles		
Current Performance Level (include specific measure):	24 used sales per month 2023 YTD average.		
Goal (what do you want to achieve?)	60 used sales a month		
Goal Performance Level (include specific measure)	Click or tap here to enter text.		
Goal Start Date:	8/1/2023	Goal End Date:	8/31/2023
First Check-in Date:	8/5/2023	Performance Objective:	10
Second Check-in Date:	8/12/2023	Performance Objective:	25
Third Check-in Date:	7/22/2023	Performance Objective:	42
Fourth Check-in Date:	7/31/2023	Performance Objective:	60
How does your goal align with the dealers' vision?	My dealer's vision is 1 to 1 on New/ Used sales. Getting to 60 used will put us well on our way to 75-100.		
What are the potential benefits of achieving your goal?	More money in sales service and parts.		
What are the potential consequences if you don't achieve your goal?	Maintaining status quo and losing money in the used car department.		
Why is the goal important to you?	Very few of our rooftops are at 1 to 1. It will be a big accomplishment to get there, and I am eager to understand and be excited about used vehicles for the first time in my career.		
Potential Obstacles	Quality of trades at a Hyundai store. Sourcing good inventory. Buy in of sales force. Service hang-ups.		

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Potential Solutions	ACV trades correctly. Pull from all rooftops inventory. Dedicated auction buyer. Work with service to expedite work.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	Running a 50k loss with 120k in fixed expenses. 60 used should put us at 50k to the good plus all service and parts sales!

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
Understand the used vehicle market	vAuto / Profit Time	Sales Managers	Own vehicles correctly stock what's in demand	August 1 - Forever Weekly
Recon in 1-2 days	Service / MSI	Service Manager / Advisor / MSI techs	Quicker turn = more profitability	August 1 - forever Daily
Market Vehicles better	V Auto/ Intelligent promotion	Inventory Manager	Better online presence	August 1 - forever Daily
Advertise better	Third-party websites SEO/ Dealer website	Marketing, GM, Inv Manager	Now that we have the right vehicle, we need to bring in the right customers	Aug 1 - forever Monthly
Team buy-in on used	Management skills	Management	Create excitement in the used vehicle dept	August 1 - forever Daily
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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.

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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.

As long as I believe and we see the results my team will not let up. We will make adjustments and I will look for different/ better outside vendors. We have all been excited to get to 1-1

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

I will meet with Sales Managers and Inventory Managers first. Figure out our plan of attack. Meet with Vauto rep to activate new tools. Meet with service to make sure they understand the importance of quick turn. Meet with Sales Force. Meet with Marketing and 3rd party lead sources.

Sponsor Signature:

