



HOMEWORK ACTION PLAN

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

Name GREG WILCHER Class # 17

Dealership KINGS CJDR Date 7/24/2023

Current Situation or Challenge to be Addressed:	WANTING TO GET DEALERSHIPS PROPOSAL PERCENTAGE UP TO 75% FOR THE LAST HALF 2023. Which based on numbers will increase closing percentage and ultimately sell more vehicles. And continued at 75% for 2024.		
Current Performance Level (include specific measure):	2022 proposal percentage at 71% with a close percentage of 46%. First half of 2023 proposal percentage of 67% and close % of 43%.		
Goal (what do you want to achieve?)	Get proposal percentage to 75% and closing percentage to 49% for the last half of 2023		
Goal Performance Level (include specific measure)	Get to 75%. Held a meeting on 7/15/2023 to go over goals with all sales people.		
Goal Start Date:	7/15/2023	Goal End Date:	12/31/2023
First Check-in Date:	9/1/2023	Performance Objective:	70% proposal 45% close%
Second Check-in Date:	10/15/2023	Performance Objective:	72% proposal 46% close %
Third Check-in Date:	12/1/2023	Performance Objective:	74% proposal 48% close
Fourth Check-in Date:	1/1/2024	Performance Objective:	75% proposal 49% close
How does your goal align with the dealers' vision?	Our dealer groups goal is 75% proposal %		
What are the potential benefits of achieving your goal?	Higher closing % which will lead to increased sales		
What are the potential consequences if you don't achieve your	No increased sales volume		



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goal?	
Why is the goal important to you?	Want increased sales volume to meet dealership gross goals.
Potential Obstacles	The only obstacle would be salespeople not following process
Potential Solutions	Keep training on process
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	In 2022 we had 71% proposal and 46% close %. We sold 874 vehicles in the first half of 2023 we have 67% proposal % and closing % of 43%. We have a gross avg pru of 3200. Based on previous statistics if raise proposal % to 75% it should raise our close % to 49%. This would give us 52 more sales for the last half of 2023. Which should give us \$166,400 more gross for the last half of 2023.

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
Held meeting 7/15/2023	Sales meeting	All salespeople	Increase proposal %	Have 4 checkpoint dates to the end of the year
First checkpoint	Sales meeting and weekly training	All salespeople	70% proposal	09/01/2023
2nd checkpoint	Sales meeting. Continued training	All salespeople	73%	10/15/2023
3rd checkpoint	Sales meeting	All salespeople	74%	12/01/2023
Final to see where we ended	Sales Meeting	All salespeople	75%	01/01/2024



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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.

Will have monthly meeting to make sure we are on track for 2024

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

Had meeting on 7/15/203

Sponsor
Signature:

Dealer Group Detail - custom

~~11/1/22~~ → 12/31/22

	Leads	Engaged	Visit	Test Drive	Proposals	All Proposals as a % of Visits (> 75%)	All Fresh Deals	All Fresh Deals as a % of Visits (> 50%)	All Fresh Deals as a % of Proposals (60% - 75%) Sweet Spot	Fresh Deals Pending Delivery
Beechmont Subaru	6603	5957	2793	182	2051	73%	1540	55%	75%	0
Beechmont VW	1388	1292	582	0	404	69%	309	53%	76%	0
Borchering Buick GMC	4756	4096	2281	979	1389	61%	1003	44%	72%	0
Centralized BDC	280	741	1	0	0	0%	0	0%	-	0
Fairfield Volkswagen	3051	3387	1601	1	1287	80%	783	49%	61%	0
Interstate Ford	5997	8618	3306	1183	1959	59%	1644	50%	84%	47
Kenwood Dealer Group	1	951	856	0	0	0%	0	0%	-	0
Kings Chrysler Jeep Dodge	6841	9034	4548	329	3233	71%	2114	46%	65%	1
Kings Kia	6048	5956	4458	794	2850	64%	1828	41%	64%	1
Kings Mazda	5117	5370	3387	306	2486	73%	1628	48%	65%	0
Kings Toyota	25606	25227	11709	1	8118	69%	5286	45%	65%	119
Kings Volkswagen	3182	3743	2066	1704	1564	76%	1155	56%	74%	0
Lebanon Ford	6369	8141	3200	1	2387	75%	1715	54%	72%	51
Lincoln of Cincinnati	2743	2681	1600	1262	1290	81%	778	49%	60%	1
Northgate Ford	5870	6225	2213	3	1532	69%	1203	54%	79%	27
Subaru of Kings Automall	6492	5826	3879	145	2973	77%	1746	45%	59%	2

Dealer Group Detail - custom

1/1/23 → 6/30/23

	Leads	Engaged	Visit	Test Drive	Proposals	All Proposals as a % of Visits (> 75%)	All Fresh Deals	All Fresh Deals as a % of Visits (> 50%)	All Fresh Deals as a % of Proposals (60% - 75%) Sweet Spot	Fresh Deals Pending Delivery
Beechmont Subaru	3290	3111	1690	65	1312	78%	831	49%	63%	47
Beechmont VW	566	495	328	0	247	75%	176	54%	71%	1
Borcharding Buick GMC	2600	2362	1099	463	785	71%	481	44%	61%	8
Centralized BDC	43	38	1	0	0	0%	0	0%	-	0
Fairfield Volkswagen	1529	1607	795	0	606	76%	364	46%	60%	0
Interstate Ford	2630	3900	1682	388	1005	60%	796	47%	79%	17
Kenwood Dealer Group	0	2	0	0	0	-	0	-	-	0
Kings Chrysler Jeep Dodge	2800	3438	2074	119	1389	67%	897	43%	65%	16
Kings Kia	2297	2731	2824	336	1752	62%	1091	39%	62%	49
Kings Mazda	2799	2789	2038	294	1497	73%	932	46%	62%	13
Kings Toyota	10546	10172	5867	1	3931	67%	2534	43%	64%	288
Kings Volkswagen	1341	1530	871	727	659	76%	469	54%	71%	0
Lebanon Ford	3304	4344	1913	0	1336	70%	970	51%	73%	63
Lincoln of Cincinnati	1615	1567	888	677	713	80%	435	49%	61%	31
Northgate Ford	2537	2510	1100	0	767	70%	568	52%	74%	21
Subaru of Kings Automall	3638	3205	2425	121	1806	74%	1003	41%	56%	51