



HOMEWORK ACTION PLAN

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

Name <u>ELIAS PENISTON</u>	Class	# <u>N-413</u>
Dealership <u>ALLEN SAMUELS</u>	Date	<u>7/1/2023</u>

Current Situation or Challenge to be Addressed:	CURRENTLY OUR USED CAR DEPARTMENT IS NOT PLACING OUR FULL FOCUS ON THE OVERALL POTENTIAL THAT THE CERTIFIED PREOWNED VEHICLES PROGRAM CAN BRING TO OUR STORE.		
Current Performance Level (include specific measure):	CURRENTLY ONLY 25% OF OUR TOTAL USED CAR INVENTORY SOLD PER MONTH ARE CERTIFIED PREOWNED VEHICLES. HOWEVER, THESE NUMBERS BARELY ALLOW US TO REACH OUR MONTHLY MANUFACTURER'S GOAL.		
Goal (what do you want to achieve?)	THE GOAL IS TO INCREASE THE TOTAL AMOUNT OF CERTIFIED PREOWNED VEHICLES SOLD EACH MONTH FROM 25% TO 50% OF OUR TOTAL USED CAR INVENTORY.		
Goal Performance Level (include specific measure)	MORE COMPANIES ARE BEGINNING TO SEE THE UNLIMITED POTENTIAL CERTIFIED PREOWNED VEHICLES HAVE ON A DEALERSHIP. STELLANTIS RECENTLY LAUNCHED A NEW PROGRAM THAT SETS EACH DEALERSHIPS MONTHLY CPOV GOAL WHICH INCLUDES SPECIAL INCENTIVES AND BONUSES FOR BOTH THE DEALERSHIP AND MANAGERS IF ATTAINED. FOR THE LAST FEW MONTHS OUR USED CAR DEPARTMENT HAS BEEN REACHING THE GOAL SET FORTH BY THE MANUFACTURER, BUT BARELY. THE FACT THAT WE ARE BARELY MEETING OUR MONTHLY GOAL LEAVES ME TO BELIEVE THERE IS SO MUCH MORE POTENTIAL TO GROW.		
Goal Start Date:	7/1/2023	Goal End Date:	7/31/2023
First Check-in Date:	7/8/2023	Performance Objective:	MEASURE CPOV SALES FOR THE WEEK. MAKE SURE SALES STAFF IS TRAINED. GO OVER WEEKLY TRACKING WHERE SALES STAFF IS AT ON THE COMPETITION BOARD.
Second Check-in Date:	7/15/2023	Performance Objective:	MEASURE CPOV WEEKLY SALES. CHECK TO SEE IF LABELS AND PAMPHLETS ARRIVED. PLACE LABELS ON CPOV WINDSHIELD AND AROUND THE

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			DEALERSHIP. PLACE CPOV'S IN DESIGNATED AREA. GO OVER WEEKLY TRACKING FOR SALES STAFF.
Third Check-in Date:	7/22/2023	Performance Objective:	MEASURE CPOV WEEKLY SALES. GET SERVICE ADVISORS SET UP. GO OVER WEEKLY TRACKING FOR SALES STAFF
Fourth Check-in Date:	7/31/2023	Performance Objective:	MEASURE FINAL CPOV NUMBERS. ANNOUNCE WINNERS OF THE SALES STAFF CPOV COMPETITION. GET UPDATE ON SERVICE ADVISORS. RESTRATEGIZE FOR THE FOLLOWING MONTH
How does your goal align with the dealers' vision?	OUR VISION AT ALLEN SAMUELS IS TO PROVIDE FIRST CLASS CUSTOMER SERVICE WHILE GENERATING TOTAL GROSS PROFIT IN EVERY DEPARTMENT. BY INCREASING THE NUMBER OF CPOV'S SOLD EACH MONTH THE SALES DEPARTMENT WILL BE ABLE TO CREATE MORE FINANCIAL OPPORTUNITIES FOR THE DEALERSHIP AS A WHOLE. TRAINING OUR SALES STAFF TO OFFER CPOV'S TO OUR CUSTOMERS AS THE NEXT BEST OPTION TO A BRAND NEW CAR GIVES US A SECOND OPPORTUNITY TO CAPTURE THE SALE. CPOV'S ALSO HELPS THE SALESPERSON BE MORE CONFIDENT WHEN PRESENTING THE VEHICLE BECAUSE OF ALL THE BENEFITS THE CPOV PROGRAM OFFERS (7YR/100K POWERTRAIN WARRANTY, ROADSIDE ASSISTANCE, 125 POINT INSPECTION, FREE LOANER VEHILCE, SECOND KEY, ETC) THE PROGRAM ALSO HELPS BUILD VALUE IN OUR PRODUCT. THE CUSTOMER WILL SEE THE BENEFITS IN PURCHASING A CPOV WHICH ADDS VALUE TO THE OVERALL CUSTOMER EXPERIENCE.		
What are the potential benefits of achieving your goal?	THE POTENTIAL BENEFITS OF ACHIEVING OUR GOAL WILL ALLOW US TO HAVE OVERALL CUSTOMER SATISFACTION. OUR CUSTOMERS WILL LEAVE THE DEALERSHIP WITH A SENSE OF SECURITY KNOWING THE VEHICLE IS BACKED BY A MANUFACTURER'S WARRANTY. THE CUSTOMER WILL ALSO KNOW THAT THE VEHICLE WAS PROPERLY INSPECTED (125 POINT INSPECTION) BEFORE IT HIT THE FRONT LINE. ANOTHER BENEFIT OF ACHIEVING OUR GOAL IS THE POTENTIAL TO RETAIN CUSTOMERS WHEN THEY RETURN TO USE OUR SERVICE DEPARTMENT. THIS WILL GIVE THE SALES DEPARTMENT AN OPPORTUNITY TO HAVE RETURNING CUSTOMERS		

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	<p>WALK THE LOT WHILE WAITING FOR THEIR VEHICLE TO BE SERVICED. THE PARTS DEPARTMENT WILL GREATLY BENEFIT FROM CPOV'S BECAUSE THE MANUFACTURER GUARANTEE THE CUSTOMER CPOV WILL USE ONLY GENUINE OEM PARTS FOR REPAIRS. THE FINANCE DEPARTMENT WILL BENEFIT FROM CPOV'S DUE TO THE SERVICE PLAN BEING LESS COSTLY TO SELL CUSTOMERS. FINALLY, OUR SALES DEPARTMENT AND STAFF WILL SEE AN INCREASE IN BOTH GROSS PROFIT AND UNITS SOLD.</p>
<p>What are the potential consequences if you don't achieve your goal?</p>	<p>FAILURE TO FOCUS ON SELLING MORE CPOV'S WOULD BE KEEPING US FROM GAINING MORE BRAND AND DEALERSHIP RECOGNITION IN OUR MARKET. WE WILL ALSO BE MISSING OUT ON TONS OF OPPORTUNITIES FOR OUR SERVICE AND PARTS DEPARTMENT. AS WE ALL KNOW BY NOW HAVING A HEALTHY SERVICE DEPARTMENT MEAN IN MOST CASES A HEALTHY DEALERSHIP. LACK OF CUSTOMER RETENTION IN OUR SERVICE DEPARTMENT WILL CAUSE OUR CUSTOMERS TO SHOP AND SERVICE THEIR VEHICLES ELSEWHERE. THE SALES DEPARTMENT WOULD FEEL A DIRECT HIT ON NATURAL TRAFFIC COMING FROM SERVICE AND OTHER AREAS. UNTIMATELY WE WOULD BE UNABLE TO CAPTURE REPEAT BUSINESS</p>
<p>Why is the goal important to you?</p>	<p>THIS GOAL IS IMPORTANT TO ME BECAUSE OUR MAIN OBJECTIVE IS TO GROW OUR SALES DEPARTMENT IN ORDER TO INCREASE PROFITS. CPOV'S ALLOWS US TO BUILD OUR OVERALL BRAND AND DEALERSHIP RECOGNITION. IT ALSO ALLOWS US TO GIVE THE CONSUMER A PEACE OF MIND ON A PREOWNED VEHICLE PURCHASE KNOWING THEIR BACKED WITH A FACTORY WARRANTY INCASE SOMETHING GOES WRONG. THIS ALONE HELP BUILD MORE TRUST BETWEEN THE DEALERSHIP AND THE CUSTOMER. FINALLY, IT'S ALL ABOUT TAKING CARE OF OUR SALES TEAM. RESEARCH HAVE SHOWN CPOV'S CARRY MORE GROSS PROFIT IN MOST CASES THAN NON MANUFACTURER BRANDS. WE ARE ALL HERE TO INCREASE OUR SALARIES.</p>
<p>Potential Obstacles</p>	<p>A FEW POTENTIAL OBSTACLES WOULD BE GETTING THE SALES STAFF AND OTHER MANAGERS TO BUY INTO THE CPOV PROGRAM. WE WOULD HAVE TO TRAIN THE TEAM TO EFFECTIVELY EXPLAIN THE PROGRAM TO THE CONSUMER. SOME SALESPEOPLE MIGHT NOT UNDERSTAND HOW THE CPOV PROGRAM MIGHT BENEFIT THEM. SERVICE ADVISORS MIGHT FEEL TOO OVERWHELMED WITH TAKING ON AN EXTRA TASK. OUR PARTS DEPARTMENT MAY NOT STOCK ENOUGH PARTS TO GET CPOV'S IN ORDER TO KEEP UP WITH WITH SERVICE IN MAKING CPOV'S A PRIORITY. THE SERVICE DEPARTMENT MIGHT BE UNABLE TO KEEP UP WITH GETTING CPOV'S AND OTHER INVENTORY OUT ON A TIMELY MANNER.</p>
<p>Potential Solutions</p>	<p>IN ORDER TO GET THE SALES TEAM TO BUY INTO THE CPOV PROGRAM WE WOULD HAVE TO EXPLAIN THE POTENTIAL BENEFITS OF SELLING A</p>

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	<p>CPOV (CUSTOMER CALLS WITH SERVICE PROBLEM THEIR COVERED, BETTER GROSS, TEAM COMPETITON WHERE THEY CAN WIN MONEY AND PRIZES, MORE REPEAT CUSTOMERS, ETC). SERVICE ADVISORS WILL GET MORE RO'S WHICH EQUAL MORE MONEY. EXPLAIN TO THE SERVICE ADVISORS THAT THE SALES STAFF WILL PARNTER UP TO HELP YOU WITH THEIR CUSTOMER WHO ARE IN SERVICE. SERVICE, SALES, AND PARTS WORK ON A MORE EFFECTIVE PROCESS TO MAKE CPOV'S A TOP PRIORITY IN REACHING THE FRONT LINE.</p>
<p>BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)</p>	<p>INCREASING THE AMOUNT OF CERTIFIED PREOWNED VEHICLES SOLD EACH MONTH WOULD HAVE A TREMENDOUS FINANCIAL IMPACT ON NOT ONLY THE USED CAR DEPARTMENT, BUT THE ENTIRE DEALERSHIP. SERVICE WILL SEE AN INCREASE IN WARRANTY WORK AND REPEAT BUSINESS. THE PARTS DEPARTMENT WILL SEE AN INSTANT INCREASE IN SALES. THE USED CAR DEPARTMENT WILL NOT ONLY MEET THE MONTHLY MANUFACTURERS GOAL BUT EXCEED IT. OUR GOAL IS THE BE THE NUMBER ONE CPOV DEALERSHIP IN OUR SOUTHWEST BUSINESS CENTER. MORE CPOV'S SOLD WILL ALSO INCREASE GROSS PROFIT IN THE SALES DEPARTMENT. OUR SALES STAFF WILL DEFINITELY SEE AN INCREASE ON THEIR PAYCHECK.</p>

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
CALL FOR A DEPARTMENT HEAD MEETING	DEPARTMENT MEETING	UC DIRECTOR/GM /GSM/PARTS-SERVICE MANAGER	ALL PARTIES ON THE SAME PAGE ABOUT THE BENEFITS OF CPOV	7/1/23
TRAIN SALES STAFF	CPOV ONLINE/IN-CLASS TRAINING	USED CAR DIRECTOR/SALES STAFF	TRAIN SALES STAFF ON CPOV PROGRAM AND ITS BENEFITS	7/2/23
INCENTIVES FOR SALES STAFF	REWARD PROGRAM IDEAS	USED CARS DIRECTOR/GSM	MOTIVATE SALES STAFF TO FOCUS ON CPOV'S	7/3/23

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SPECIFIC ACTION/STEP	NECESSARY RESOURCE(S)	ACCOUNTABLE PERSON(S)	EXPECTED RESULT	START, END, & CHECKPOINT DATES
ORDER CPOV LABELS AND PAMPHLETS	OEM WEBSITE	USED CAR DIRECTOR	HAVE INFORMATION AVAILABLE FOR CONSUMERS AND SALES STAFF	7/4/23
CREATE DESIGNATED AREA CPOV'S	LOT AREA	USED CAR DIRECTOR SALES STAFF	STAGE CPOV'S IN AN AREA EASY TO LOCATE	7/4/23
INTRODUCE NEW CPOV CUSTOMERS TO A SERVICE ADVISOR	SERVICE DEPARTMENT	SERVICE ADVISOR USED CAR DIRECTOR SALES STAFF	GIVE SERVICE THE OPPORTUNITY TO GET INVOLVED EARLY IN ORDER TO RETAIN MORE CUSTOMERS	7/4/23
ADVERTISE OUR CPOV'S	DEALERSHIP WEBSITE	GM/GSM USED CAR DIRECTOR	GIVE OUR CPOV PROGRAM MORE EXPOSURE	7/10/23

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.

IN ORDER TO ENSURE MY STAFF DO NOT FALL BACK INTO THE PREVIOUS HABITS I MUST CONTINUE TO IMPLEMENT TRAINING ON A QUARTELY BASIS. I MUST ALSO SET UP A SYSTEM TO KEEP TRACK OF OUR MONTHLY CPOV SALES PROGRESS TO PROVIDE PROOF THAT THE PROGRAM IS WORKING. ONE WOULD THINK HAVING AN INCREASE IN GROSS PROFIT AND UNIT COUNT WOULD BE A GOOD ENOUGH REASON TO KEEP OUR SALES, SERVICE, AND PARTS STAFF MOTIVATED. WE MUST ALSO CONTINUE TO CHANGE UP THE SALES COMPETITION TO KEEP THE TEAM ENGAGED. HAVING THE FULL SUPPORT OF EACH DEPARTMENT HEAD IS A VITAL PART OF NOT FALLING BACK INTO OLD HABITS.

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

BEFORE I START IMPLEMENTING THIS PROGRAM I MUST FIRST HAVE A MEETING WITH THE GM, GSM, SERVICE MANAGER, AND PARTS MANAGER TO POINT OUT THE BENEFITS OF FOCUSING OUR ATTENTION ON CERTIFIED PREOWNED VEHICLES. ONCE EVERY DEPARTMENT MANAGER IS ON BOARD I WILL ADDRESS THE SALES STAFF WITH DETAILED INFORMATION ON THE BENEFITS OF SELLING CPOV'S. DURING THE MEETING I WILL UNVEIL THE REWARD PROGRAM SET IN PLACE FOR OUR SALES TEAM. I WILL THEN ORDER LABELS AND PAMPHLETS FROM THE OEM WEBSITE AND PLACE THEM ON EVERY CPOV WINDSHIELD WHICH WILL BE PARK IN A VISIBLE AND DESIGNATED AREA ON OUR USED CAR LOT. THE SERVICE AND PARTS ADVISORS WILL BE TOLD ABOUT OUR PLAN AND HOW IT WILL BENEFIT THEM. FINALLY, WE WILL PUT MORE FOCUS ON ADVERTISING CPOV'S ON OUR WEBSITE.

Sponsor Signature: _____