



HOMEWORK ACTION PLAN

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

Name	Blake Hollingsworth	Class	#	414
Dealership	Hollingsworth Richards Ford	Date		8/10/2023

Current Situation or Challenge to be Addressed:	We are currently a new car volume store. We need to get better in used cars. Our volume is not anywhere close to what it should be.		
Current Performance Level (include specific measure):	We currently sell 35 to 40 used cars per month as opposed to our 80 to 90 new a month.		
Goal (what do you want to achieve?)	Eventually I would like to be 1.1 new to used. However that is not going to happen overnight. I would like to set a goal to average around 60 used units and work our way up from there.		
Goal Performance Level (include specific measure)	60 used cars a month		
Goal Start Date:	7/3/2023	Goal End Date:	1/31/2024
First Check-in Date:	8/3/2023	Performance Objective:	40 units
Second Check-in Date:	10/2/2023	Performance Objective:	45 units
Third Check-in Date:	12/1/2023	Performance Objective:	55 units
Fourth Check-in Date:	1/31/2024	Performance Objective:	60 units
How does your goal align with the dealers' vision?	We have spoken to our dealer and he agrees that by end of January if we can start to average 60 used a month, this will be a good start rolling into 2024.		
What are the potential benefits of achieving your goal?	There are several. First benefit is that the sales dept will grow. More sales will mean more gross profit. The second benefit will be internal money for our service dept. The more trades we can take in or buy off the street means more money for our fixed ops depts. And then more doc fees / packs straight to the dealer.		
What are the potential consequences if you	If we don't achieve our goal then some changes will obviously need to be made. Right now we have a negative operating profit in this dept.		

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don't achieve your goal?	
Why is the goal important to you?	Its important to me because this is my familys business. I am next in line and I personally want to grow this and make more money for all depts.
Potential Obstacles	Buying more cars. Right now all we sell is trade ins. We have tried the auction for years and most of the time we are just buying someone elses problem. We have to put a process in place to be able to buy cars and then get them online and through service within 5 days.
Potential Solutions	.We are looking into hiring 2 buyers that will be stay on facebook marketplace everyday and find inventory for us to bid on. We habe also hired an in house picture guy so he is currently getting pictures online 1 day after the car is entered into our inventory.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	If we can achieve this goal, this can potentially add another \$100,000 is gross profit 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
Hire 2 buyers to find inventory on facebook marketplace	Provide a computer for each of them to work at	Sales manager will monitor their performance daily	Would like to buy 10 - 15 a month off facebook	Start 8/1 check in every month until we reach our goal at end of January
Hire in house picture taker	We are now using a company called digital image pro. They provide him with an ipad that tracks every unit in inventory and he uploads straight from ipad when pictures are taken.	Sales manager Iso has access to this report as it gets emailed every morning to make sure he is getting every vehicle done the next day after it is stocked in.	Pictures on website 24 hours after taken in	We started this July 6 and he is doing a great job. Every car is on there a day after.

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Offering a trade value on customers invoices in service dept	Check service appointments 1 day before and use v auto to print an appraisal voucher and give to checkout desk in service dept	Used Car Manager	Would like to buy 5 out of service every month	Start 8/1 and track every month. If we see any issues in the process we will make any necessary changes in procedure.
Placing a sign in the service drive that says "We will buy your car. Want to see what see what its worth?" With an arrow pointing left into our sales tower.	Contact local sign company to get this printed	All sales managers should be ready at anytime to appraise the customers vehicle.	This goes into the same goal above. Between the invoices and this we would like to buy 5 a month.	Start 8/1 and track every month.
Setting a 5 day goal with service dept on recon	We just got rapid recon to manage this process	Used car manager and a designated service advisor to used cars.	Maintain a 5 day time to line. We are currently around 10 days.	Start 8/1 and track every week,
Pricing our vehicles to market, not cost	V Auto and we have implemented a pricing strategy that we saw in your class.	Myself and the used car manager	Have 0 cars over 60 days old. Right now we have 5 over 60 days	We started this 7/3 and we look at pricing every signle day to make sure we are within our guidelines.
Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.

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.

We will not fall back into old habits because we know what its like to be inefficient and at the bottom. Setting these goals has already helped with how quickly we are turning used cars. We still have work to do with our 2 buyers and buying out of our service drive but it is a process that is not going to happen over night. We are going to reward our 2 buyers with a \$250 payout on any vehicle they can buy off facebook. If they can each buy 8 a month that is a strong incentive for them to keep pushing on top of their hourly pay.

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

The GSM, myself and our Used car manager had a meeting on July 5th and went over our notes from your class. We had already gotten our in house picture guy hired at that point and he started on July 6th, so that was taken care of. But we implemented a pricing strategy that we saw in your class. We printed it out and we went in and repriced all of our cars that were in inventory at that point. We have already seen a pick up in leads since we made this change and we re turning our cars. Now, we just need more of them.

Sponsor Signature: _____