



HOMWORK ACTION PLAN

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

Name Daniel Flatt Class # N414
 Dealership Stivers Ford of Montgomery Date 7/1/2023

Current Situation or Challenge to be Addressed:	Detail Department		
Current Performance Level (include specific measure):	Our current detail department is currently averaging 4 to 5 days to get a used car detailed and ready.		
Goal (what do you want to achieve?)	Get the detail down to a 24 hour time period otherwise we will need to hire another company		
Goal Performance Level (include specific measure)	Have used vehicles completed in a rolling 24 hour period upfront pictured for sale		
Goal Start Date:	7/1/2023	Goal End Date:	9/1/2023
First Check-in Date:	7/15/2023	Performance Objective:	Review the progress and identify what is causing the delay. Will be checking with other detail companies in the meantime
Second Check-in Date:	8/1/2023	Performance Objective:	Review the full month of July and go over any issues that held them from the expectations and address and fix so they can roll going forward
Third Check-in Date:	8/15/2023	Performance Objective:	Asses and everything should be fixed in place to get it to 24 hrs
Fourth Check-in Date:	9/1/2023	Performance Objective:	If not at 24 hours by now move on to another company that we have been talking with

HOMEWORK ACTION PLAN

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

How does your goal align with the dealers' vision?	Aligns perfectly. By having the cars upfront show ready will cut down the holding cost on our used cars. The used sales volume will increase due to the vehicle being upfront ready gross should hold also since it will sell faster before ongoing price changes.
What are the potential benefits of achieving your goal?	The used sales volume will increase due to the vehicle being upfront frontline ready and retail pictures on the internet to increase exposure (not stk photo) which will result in more leads on the retail ready vehicle
What are the potential consequences if you don't achieve your goal?	Very costly for the dealership. Holding cost will go up due to the vehicle just sitting and gross will go down because of the price change rules of 7 days
Why is the goal important to you?	Cleanliness of vehicle and fast turn will help sell the vehicle. A fast sell equals fast money
Potential Obstacles	I don't believe the current detail company (tephseal) will be able to keep up with stated expectations. We will be looking for another detail company to back us up.
Potential Solutions	.Calling local detail companies and referrals to set up a back up plan. We have been using a local company in town to catch the overflow of the details! Its expensive on a one on one detail. Metting them currently to set up a volume structured pricing. Guarantee them so many details at a set cost.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	Executing this will increase our staff from 2-3 guys to at least 7-8 guys and with the 24 hour turn should save us around 10k a month , 120k annually

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
Look for a new detail company	Job boards, facebook posts, indeed, current staff, introduction /	Steve Shalayda/ Brandon Gray	Hire a new company	07/01/2023- 09/01/2023

HOMEWORK ACTION PLAN

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

SPECIFIC ACTION/STEP	NECESSARY RESOURCE(S)	ACCOUNTABLE PERSON(S)	EXPECTED RESULT	START, END, & CHECKPOINT DATES
	recruit local detail companies			
Hired a new detail company	Recruit of local detail company	Detail company, Steve Shalayda	24 hr detail	09/01/2023
Detail checklist / Recon meeting	Recon Velocity	Steve / Detail company and Brandon Gray	24 hr detail and 72 hour recon time	Tuesday 10:30 moving forward every week
Recap of the monthly recon and detail meetings	Recon Velocity	Steve / Brandon Gray and the detail company	24 hrs with the recon at 72 hrs	Every Tuesday at 10:30
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.
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.
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.

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.

There will be a meeting every Tuesday at 10:30 that will include the detail company rep, Steve and Brandon. Steve is our used car manager and he will be working with the detail company and service to make sure the cars flow through. He will be recapping and going over the numbers / turn time with the guys and making any adjustments that need to be made. Examples, parts on hold move a sold car up in front of another that has been sold



HOMEWORK ACTION PLAN

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

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

We will be have a weekly meeting every Tuesday at 10:30

Sponsor Signature: _____