



## HOMEWORK ACTION PLAN

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

Name Rodolfo A Rivera Class # NADA-414

Dealership Autocentro Toyota Date 7/31/2023

Current Situation or Challenge to be Addressed:	Inventory levels are at a low level. Even though we are having good profit margins PVR, examine if we can keep improving profitability.		
Current Performance Level (include specific measure):	Turn rate is at 12.8		
Goal (what do you want to achieve?)	Reach a 13 turn rate		
Goal Performance Level (include specific measure)	13 turn rate		
Goal Start Date:	8/1/2023	Goal End Date:	12/31/2023
First Check-in Date:	9/30/2023	Performance Objective:	Increase turn rate to 12.85
Second Check-in Date:	10/31/2023	Performance Objective:	Increase turn rate to 12.90
Third Check-in Date:	11/30/2023	Performance Objective:	Increase turn rate to 12.95
Fourth Check-in Date:	12/31/2023	Performance Objective:	Reach turn rate of 13 for FY 2023
How does your goal align with the dealers' vision?	Our vision is to be a success model for industry leaders. To reach a turn of 13 is not only above but beyond what the guideline is.		
What are the potential benefits of achieving your goal?	Maintain ourselves as the number 1 Toyota dealership on Puerto Rico for 5th consecutive year and of course more profitability.		
What are the potential consequences if you don't achieve your goal?	Lost extra profit.		
Why is the goal important to you?	It will show that even though new vehicle supply has and is a challenge with the right mindset and focus a successful business can still be run with great numbers on the bottom line.		
Potential Obstacles	Changing the mindset of sales staff, vehicle supply promised by the OEM does not materialize.		

## HOMEWORK ACTION PLAN

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

Potential Solutions	Trial and error approach. Show the sales staff that holding for gross is not necessarily more profitable on the long run.
<b>BOTTOM LINE!</b> Financial Impact of Achieving Your Goal (expressed in dollars)	By just increasing our turn rate from 12.8 to 13 we get \$418,364 extra profit in a year.

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
Meeting with the Sales Managers to present plan	Financial data, power of turn calculator	Sales Managers, Controller	Have the managers on board with the project	08/01/2023
Evaluate inventory that has been on hold	Vehicle Inventory	Sales Manager, Controller	Identify vehicles that have been on hold for gross	08/01/2023
Price to market vehicles on hold for gross	Vehicle Inventory	Sales Manager	Have additional inventory priced ready move and generate more gross	08/05/2023
Evaluate EOM sales	Financial Statement	Sales Manager, Controller	Turn Rate increased	09/10/2023
Evaluate EOM Sales	Financial Statement	Sales Manager, Controller	Turn Rate increased	10/10/2023
Evaluate EOM Sales	Financial Statement	Sales Manager, Controller	Turn rate increased	12/10/2023
Evaluate EOM Sales	Financial Statement	Sales Manager, Controller	Turn rate reached 13	01/10/2023

## HOMEWORK ACTION PLAN

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

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.

Implement a monthly analysis for vehicles in inventory and what is the current market for it. It should be done by a separate person other than the sales manager in order to be the most objective possible. Vehicle prices should be constantly revised to reflect current market conditions.

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

Click or tap here to enter text.

Sponsor Signature: \_\_\_\_\_