



### HOMEWORK ACTION PLAN

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

Name Alexis Barker Class # N418

Dealership Mercedes-Benz of Virginia Beach Date 8/12/2023

Current Situation or Challenge to be Addressed:	Utilizing Service Drive as Acquisition Center		
Current Performance Level (include specific measure):	Not performing in this area yet		
Goal (what do you want to achieve?)	I would like to implement a process whereby customers are left an appraisal slip of their vehicle when they drop it off for service. This would help increase our acquisitions.		
Goal Performance Level (include specific measure)	Acquire 6 vehicles a month from service drive		
Goal Start Date:	9/1/2023	Goal End Date:	12/31/2023
First Check-in Date:	9/15/2023	Performance Objective:	Half of the cars needed for the month goal acquired
Second Check-in Date:	10/15/2023	Performance Objective:	Achieved 6 units from September and half of the units acquired for October
Third Check-in Date:	11/15/2023	Performance Objective:	Achieved 6 more units from October and have half of the November units acquired
Fourth Check-in Date:	12/15/2023	Performance Objective:	Achieved 6 more units from November and have half of the December units acquired
How does your goal align with the dealers' vision?	This goal aligns with our vision of tapping into the potential of being as competitive in our market as possible through whatever means appropriate. We cant sell more if we don't have the vehicles to begin with!		
What are the potential benefits of achieving your goal?	Increasing our market share, better days supply, more units on the ground, mmore diversity on our inventory		
What are the potential consequences if you don't achieve your goal?	We pass up the opportuniy to capture more gross and lose customers to our competition		

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Why is the goal important to you?	This goal is important to me because I do not want to leave one opportunity on the table that makes us more money
Potential Obstacles	We are currently running thin on staffing, so hiring a new full time position for this may not be feasible. So, we'd have to task someone who is already working at max capacity with another task until we could hire a new body. Also, the morning and afternoon rush can be a difficult time to achieve any more tasks than are absolutely necessary.
Potential Solutions	Inquire beforehand during service appt set up whether or not they would like to participate in the appraisal service that we offer. This would save time and give our employees an accurate count of how many they would be potentially doing in a day.
<b>BOTTOM LINE!</b> Financial Impact of Achieving Your Goal (expressed in dollars)	\$296,741 in additional income yearly

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
Meet with Service Managers	Click or tap here to enter text.	Myself, GM, Service Managers	Lots of compelling discussion with some pushback	Start Date: August 15
Create and discuss protocol for acquiring 6 vehicles per month	Click or tap here to enter text.	Myself, GM, Service Managers, Marketing director	Some obstacles in initial planning that will have to be worked through	August 21
Meet with Service advisors to relay protocol	Click or tap here to enter text.	Myself, GM, Service Advisors, Service Managers	Some advisor pushback and frustration, but cooperation nonetheless	August 22
Meet with Techs	Click or tap here to enter text.	Service Advisors, Techs, Service Managers	Mostly tech cooperation, some ambiguity	August 23

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Create Signage, marketing techniques, and Appraisal Slips	Click or tap here to enter text.	Marketing/ Advertising Director, Service Managers	Commercial, website, and radio launch as well as mailers to customer base	August 21
Open Service Drive	Click or tap here to enter text.	All Service and Higher Management	Hectic at first, especially around navigating rush times. However, bumps are smoothed out shortly thereafter and profit is increased	September 1
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.

Accountability and consistency will be key for this change to make an effect. We will need to continue monthly to semi monthly check in's on how many vehicles we've acquired and if were not on pace, make tweaks to our strategy.

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

The first implementation meeting will be with our two Service Managers to talk through the plan, and see if they have any additional ways we can make this happen. Secondly, we will all meet with the service advisors and then technicians to make sure the plan is fully understood and go over policies.

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

