



HOMEWORK ACTION PLAN

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

Name	Nick Salem	Class	#	N417
Dealership	Herb Chambers Volvo	Date		7/7/2023

Current Situation or Challenge to be Addressed:	Used cars not through the shop we are fixing cars after being sold		
Current Performance Level (include specific measure):	Average 50 units sold per month		
Goal (what do you want to achieve?)	Speed to market have the car through the shop within 72 hours and increasing sales volume by 20 cars in the next 6 month		
Goal Performance Level (include specific measure)	50 units sold per month and fixed after the fact.		
Goal Start Date:	8/1/2023	Goal End Date:	2/1/2024
First Check-in Date:	9/1/2023	Performance Objective:	53 cars for the month of august and keep monitoring the speed to market.
Second Check-in Date:	10/1/2023	Performance Objective:	58 cars for the month of september
Third Check-in Date:	11/1/2023	Performance Objective:	65 cars for the month of october
Fourth Check-in Date:	12/1/2023	Performance Objective:	70 cars for the month of november
How does your goal align with the dealers' vision?	Our owner wants to be number 1 with the preowned for all the volvo dealerships in our market		
What are the potential benefits of achieving your goal?	Increase profitability for the dealership more sales and securing the number 1 spot for our market		
What are the potential consequences if you don't achieve your	Making changes with our service manager and pre owned director.		

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goal?	
Why is the goal important to you?	By increasing sales and putting the cars faster through the shop will translates in more profits and higher customer satisfaction
Potential Obstacles	Speed to market and acquiring inventory
Potential Solutions	increase efforts to push cars through the shop and acquiring more cars at auctions
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	55080 in doc fees 72000 in packs 516000 variable gross Added gross to the dealership will be 643080 if we reach our goal.

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
FACEBOOK ADS	ALLOCATE MONEY	BDC MANAGER	MORE LEADS	08/01/23 02/01/23 EVERY 2 WEEKS
ONLINE AUCTIONS	BEING MORE ACTIVE DOING HOMEWORK THE NIGHT BEFORE	PREOWNED MANAGER	INCREASE IN INVENTORY	08/01/23 02/01/23 EVERY 2 WEEKS
TRADE ACQUISITIONS IN DEALERSHIP	MAKING THE DEAL	ALL MANAGERS	MORE DEALS INCREASING PROFITS	08/01/23 02/01/23 EVERY 2 WEEKS
DATA MINING	AUTOALERT	ALL MANAGERS	MORE LEADS WHICH LEADS TO MORE SALES	08/01/23 02/01/23 EVERY 2 WEEKS
SERVICE DRIVE	SERVICE ADVISORS	SALES MANAGERS SERVICE	AQUIRE MORE CARS	08/01/23 02/01/23

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	SPIFS	MANAGER	WHICH LEADS TO MORE SALES	EVERY 2 WEEKS
OFF STREET PURCHASES	SIGNAGE MORE ADS	SALES MANAGERS	AQUIRING MOERE CARS	08/01/23 02/01/23 EVERY 2 WEEKS
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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.

Click or tap here to enter text.

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

Click or tap here to enter text.

Sponsor Signature: _____