



HOMEWORK ACTION PLAN

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

Name AJ Scholfield Class # N412

Dealership Scholfield Honda Date 8/31/2023

Current Situation or Challenge to be Addressed:	We need to source more used vehicles from street purchases and cater to the online information gathering buyer. We need a better trade evaluation tool.		
Current Performance Level (include specific measure):	Currently, we have a "value my trade" call to action on each vehicle and a drop down on both of our used and new inventory drop downs. This just takes you to a contact information grab.		
Goal (what do you want to achieve?)	I would like to deliver an actual number out to the customer for the value of their trade in.		
Goal Performance Level (include specific measure)	I want to implement Driveo, an online appraisal widget for our website so we can deliver an accurate quote to a customer within 15 minutes of RFP during business hours.		
Goal Start Date:	9/4/2023	Goal End Date:	12/31/2023
First Check-in Date:	9/15/2023	Performance Objective:	Responding to 100% of online trade appraisal inquiries.
Second Check-in Date:	10/1/2023	Performance Objective:	Response time line in 45 minutes or less
Third Check-in Date:	11/1/2023	Performance Objective:	Response time line upder 30 minutes
Fourth Check-in Date:	12/1/2023	Performance Objective:	Click or tap here to enter text.
How does your goal align with the dealers' vision?	We want to create an environment in person that will match the environment that we portray online.		
What are the potential benefits of achieving your goal?	We will create a lot of credibility with our clientele and increase their confidence to move forward with their deal.		
What are the potential consequences if you don't achieve your goal?	If we do not create an online presence that matches our in person experience, we will risk becoming the Blockbuster of car dealerships.		

HOMEWORK ACTION PLAN

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

Why is the goal important to you?	My goal is important to me because I am going to be the next owner of this store. I want to be a strong third generation owner that carries on our family legacy of fair treatment.
Potential Obstacles	Used Car managers not keeping up to date on the purchase leads.
Potential Solutions	Incentivize them for each car purchased through the program; show them the potential earnings with the power of a turn document if we had more cars to sell.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	When we have the inventory, we are selling the vehicles. If we can stock enough cars for each sales person to sell one additional used unit a month, we will see \$6,637,654 in additional yearly gross profit for the store. Take that times our 38% net to gross and we will see additional profit of \$2,522,308.

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
Kickoff and requirement gathering	Management team, driveo software	General Sales Manager	Clear understanding of platform requirements and features	S: 09/04/2023 E:09/08/2023
Platform integration and testing	Buying team	Used Car buyers	Detailed integration plan, platform integrated into the dealership's website	09/04/2023-09/15/2023
User Experience Design and Testing	All managers	GSM	Test user-friendly and visually appealing platform design	09/04/2023-09/15/2023
Salespeople training	Used Car Managers	GSM	Get salespeople familiar with software and how to access it to show customer their trade values they requested.	09/06/2023-09/15/2023

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
Marketing and Communication Preparation	GSM, website	Marketing Director	Let customers know about our new evaluation tool	09/15/2023-12/31/2023
Onboarding	GM, GSM, Driveo Software	GSM	Decide if we need a dedicated buyer for these leads after it is up and running	09/04/2023-10/15/2023-11/15/2023-12/31/2023
Ongoing Monitoring and Optimization	Driveo Reports	GSM	Make sure effort and utilization remain sufficient	09/04/23-10/01/23-11/1/23-12/1/23-1/1/24

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.

We will have our Driveo performance be part of our weekly used car buyers meeting.

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

The software is pretty self explanatory. Our implementation meetings were centered around delegating and assigning responsibilities to each person. Our used car lot is doing the majority of the sourcing sense they do not get new car trade ins over there.

Sponsor Signature:

