

NADA HOMEWORK ACTION PLAN

S SPECIFIC

M MEASURABLE

A ACHIEVABLE

R RELEVANT

T TIME-BOUND

 Name Cesar Jimenez Class # N411

 Dealership Century West BMW Date 08/15/23

Current Situation or Challenge to be Addressed:	We currently retail between 120-150 Pre Owned units/ month. The challenge I am currently facing is that I do not have a report that tells me the acquisition source of these 120-150 units. What % were bought from auction? What % were trade in on new or pre owned? What % were Street/Curb Buy Etc... I am honestly not sure.	
Current Performance Level (include specific measure):	We currently log 0% of our Pre Owned Deals so the level of truly and easily understanding the acquisition source is very low unless I manually go into each stock # and research it. All our stock #'s start with a P.	
Goal (what do you want to achieve?)	I want to be able to have an excel spread sheet log that I can open up at any time and see the acquisition source of every pre owned unit we retail.	
Goal Performance Level (include specific measure)	By the time I complete this smart goal I will easily and quickly view the acquisition source of every pre owned unit retailed at Century West BMW.	
Goal Start Date:	09/01/23	Goal End Date:
First Check-in Date:	10/01/23	Performance Objective:
Second Check-in Date:	11/01/23	Performance Objective:
Third Check-in Date:	12/01/23	Performance Objective:
Fourth Check-in Date:	01/01/24	Performance Objective:
How does your goal align with the dealers' vision?	As a For Profit Dealership we are always looking to ethically max out Gross Profits. By having a Sales Log were we are able to look at the acquisition source on all our pre owned units retailed we will have a better understand of were to source more pre owned units.	
What are the potential benefits	The benefits of having every deal	

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of achieving your goal?	logged going forward and being able to determine the acquisition source is that we will know exactly were our best and worst gross profit unit are coming from and then were can put more emphasis on sourcing more or less inventory from those sources.
What are the potential consequences if you don't achieve your goal?	We will continue not knowing exactly were are pre owned inventory is coming from and exactly what units are pre owned gross profits is coming from on a monthly basis
Why is the goal important to you?	This goal is important to me because it will give me a more in depth understanding of the pre owned departments gross profit.
Potential Obstacles	Not accurately inputting all the information in the Sales Log.
Potential Solutions	Only the 3 Sales Managers will be allowed to touch this Sales Log. I will then train my personal assistant to audit the Sales Log to determine any errors or discrepancies in the data inputted by Sales Managers.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	If we achieve this Smart Goal I will know exactly were to look to source the most profitable inventory . If for example I am able to determine that we make an average of \$4000/ copy on units bought from BMW North America Closed Sales. I will push my pre owned manger to log in daily to this closed sale and buy more inventory from this source If he buys an additional 20 units a month and we continue making \$4000/ copy on them this could result in an additional \$80,000 in Gross Profit/month and \$960,000/ year. First I need to know the source of the inventory and how much we are making/copy on average from each source.

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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
Find the ideal Sales Log Template	NADA week 4 pre class homework	Cesar Jimenez	I will know were we will be logging every pre owned deal.	08/15/2023-08/31/2023
Train Sales Managers on logging every deal daily	1 hour meeting to go over what we will doing and how we weill be doing it	Cesar Brian Salar	All 3 managers will know the importance of logging every deal correctly	08/18/23
Train my assistant Stephanie to audit the data that Sales Managers are imputting the day before to ensure accuracy	One on One meeting with her to explain the importanace of this	Cesar Stephanie	Stephanie will be catch any mistakes the managers may make while imputting Sales Deal Data	08/20/23
30 minute meeting to go over how this first 2 weeks of this is going and any potential issues	30 minutes to meet and discuss progress	Cesar Brian Salar Stephanie	We will confirm that every deal is being logged correctly	09/15/23
1 hr Meeting to review September Deals Sales Data	Have managers come in at 8 am 1 hour before we open to have this meeting	Cesar Brian Salar Stephanie	We will begin reviewing all the data collected and I will know exactly what the acquisition source was on each unit and how much gross profit was generated from each source	10/01/23
1 hr meeting to review October Sales Data collected	Have managers come in at 8 am 1 hour before we open to have this meeting	Cesar Brian Salar Stephanie	We will meet compare momth over month gross profit generated from each acquisition source	11/01/23

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Meeting to review all date collected monthly and for the last 4 months of the year	Have a meeting were each manager gives there thoughts on all the data collected	Cesar Brian Salar Milo	Based off all the data gathered we will know what adjustments we need to make	01/04/24

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 continue logging every deal and having a monthly review going forward. While I am @ Century West this will not change it will become part of our culture

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

Have a meeting with Sales Managers and GM to explain the imortance of keeping an accurate and detailed log of every deal. While my interest is currently acquisition source of our pre owned inventory we will also be discovereing a lot of other very important information about ourselves our client advisors and our sales operation in general/

Sponsor Signature: _____