



HOMEWORK ACTION PLAN

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

Name	Alexis Wallwork	Class	#	414
Dealership	Valley Imports	Date		9/1/2023

Current Situation or Challenge to be Addressed:	We would like to make more service department purchases or AutomotiveMastermind mining.		
Current Performance Level (include specific measure):	We don't purchase any currently		
Goal (what do you want to achieve?)	We would like to buy 2 purchases a month from this avenue		
Goal Performance Level (include specific measure)	Purchase 2 cars from our service department or AutomotiveMastermind Mining		
Goal Start Date:	8/15/2023	Goal End Date:	12/30/2023
First Check-in Date:	9/15/2023	Performance Objective:	Made attempts at purchasing
Second Check-in Date:	10/15/2023	Performance Objective:	Purchased 1 from 9/15-10/15
Third Check-in Date:	11/30/2023	Performance Objective:	Purchased 1-2 from 11/1-11/30
Fourth Check-in Date:	12/29/2023	Performance Objective:	Purchased 2 from 11/30-12/30
How does your goal align with the dealers' vision?	To increase profitability		
What are the potential benefits of achieving your goal?	We would like to increase the avenues we have to purchase vehicles for our used car department therefore this would do that.		
What are the potential consequences if you don't achieve your goal?	The less avenues we have to purchased used cars means the more we have to rely on spendier avenues therefore decreasing our potential profits.		

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Why is the goal important to you?	To increase profitability of the used car department
Potential Obstacles	Bob the used car manager is very busy as he just took over as manager and was previously the internet sales manager so he could overlook this goal as he is currently drinking through a fire house on learning the department
Potential Solutions	I think the check ins will provide a great timeline for Bob and to keep it at the forefront of his mind.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	We sell on average 45 used cars a month and if we were to buy 2 cars from the service department or AutomotiveMastermind we think we could save \$1,000 per car versus buying it from the auction, therefore a savings of \$2k per month by implenting this.

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
To have made an offer on a car in the service dept	To be able to tell us the customer and offer amount	Bob Lever	To have made an offer on a car in the service dept	9/15/23
Purchase 1 car from the service dept or AutomotiveMaster mind	Proof of purchase	Bob Lever	Purchased 1 car from serviced dept or AutomotiveMaster mind	9/15/23-10/15/23
Purchase 1-2 cars from service dept or AutomotiveMaster mind	Proof of purchase	Bob Lever	Purchased 1-2 cars from service dept or AutomotiveMaster mind	11/1/23-11/30/23
Purchase 2 cars from the service department or AutomotiveMaster	Proof of purchase	Bob Lever	Purchase 2 cars from the service department or AutomotiveMaster	12/1/23-12/30/23

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mind			mind	
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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.

Once they get comfortable knowing buying a car from the service department has happened before they won't ignore it as a potential

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

I had a meeting with our Used car manager Bob Lever to go over what goals he had on his mind and which one we would like to put down for this and this is the one we felt was most importanty he will be the one to accomplish the goal.

Sponsor Signature: _____