



HOMWORK ACTION PLAN

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

Name Joe Palmisano Class # 016 PAG
 Dealership Mercedes-Benz of North Scottsdale Date 9/1/2023

Current Situation or Challenge to be Addressed:	Our sales meetings are ineffective, boring and need a rehaul.		
Current Performance Level (include specific measure):	Currently our sales meetings are too long, same agenda and no clear objective.		
Goal (what do you want to achieve?)	To have better, effective and engaging sales meetings in a timely manner each time we have a sales meeting.		
Goal Performance Level (include specific measure)	We will set clear objectives, prepare an agenda, encourage participation and do it on a regular basis. We will measure this by our KPI's. How well we are performing as a team. And feedback from our staff.		
Goal Start Date:	9/1/2023	Goal End Date:	12/31/2023
First Check-in Date:	9/30/2023	Performance Objective:	Conduct 15 minute meetings daily @ 9:15 AM with a different topic daily. Saturday meeting cut meeting down to 30 minutes. Increase sales productivity by 20% or 30 units
Second Check-in Date:	10/31/2023	Performance Objective:	Daily 15 minute meetings. Saturday meeting cut down to 25 minutes. Increase sales productivity by 20 units more from month before.
Third Check-in Date:	11/30/2023	Performance Objective:	Daily 15 minute meetings. Saturday meeting cut down to 20 minutes. Consistently selling 200 plus units monthly.
Fourth Check-in Date:	12/29/2023	Performance	Were our sales meetings

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		Objective:	effective enough? What can we do better to achieve our sales goals monthly? Set goals for 2024!
How does your goal align with the dealers' vision?	Yes. It's about getting to know your people! It's essential for personal and professional success. This will create a successful sales team long term.		
What are the potential benefits of achieving your goal?	Reaching our sales targets monthly. Better work environment. Employee longevity. They feel they have ownership in what we are trying to accomplish		
What are the potential consequences if you don't achieve your goal?	Lack of sales. Low moral. Turnover.		
Why is the goal important to you?	To get the best results out of everyone on the sales team. That they are happy to come to work everyday.		
Potential Obstacles	The sales managers aren't consistent in conducting the meetings with a purpose.		
Potential Solutions	Inspect what you expect.		
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	Having great sales meetings that are short but informative will be more effective and increase moral which will result in increased sales productivity!		

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
Have a sales manager meeting to discuss our course of action moving forward	100% Participation by the sales managers	Lally Covarrubias, Shemron Tomer and Jason Bowar	We have an agenda and goals for each meeting	Beginning of month to the end of month. End of each week and periodically.

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Discuss how the meetings are going once a week in our leadership meeting	Sales Managers	Lally, Shemron, Jason and Michelle Petrenko	Come up with fresh ideas for the sales meetings.	Once a week
Talk to the sales people individually on a daily basis.	Sales Managers and Myself	Lally, Shemron, Jason and myself	See how they are doing and get feedback on how we can be better	Daily
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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.

Inspect what you expect. Don't take your eyes off the prize. We will discuss weekly how the sales meetings are going. Come up with fresh ideas to better our meetings. And have a finger on the productivity of every sales team member.

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

We have weekly leadership meetings. That is a great time to discuss the do's and don'ts of our meetings



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Sponsor Signature: _____