



HOMEWORK ACTION PLAN

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

Name Jaseli Ramos Class # PAG Class 16

Dealership Chevrolet/Cadillac of Turnersville Date 9/19/2023

Current Situation or Challenge to be Addressed:	X Inventory at Cadillac is much leaner than what we would like for it to be. We are currently sitting at a 10 days' supply of inventory. The challenge needing to be addressed is inventory Turn Rate as this metric holds majority wait for how the manufacturer distributes allocation.		
Current Performance Level (include specific measure):	Current YTD Turn Rate % for Cadillac is at 51%		
Goal (what do you want to achieve?)	Goal is to generate a turn rate YTD Average of 60% by December 2023.		
Goal Performance Level (include specific measure)	Turn Rate is monitored and sent to us daily by our DSM for Cadillac. We will be basing our performance using his report for measurement.		
Goal Start Date:	9/1/2023	Goal End Date:	12/31/2023
First Check-in Date:	10/1/2023	Performance Objective:	Turn Rate at 53-54%
Second Check-in Date:	11/1/2023	Performance Objective:	Turn Rate at 56-57%
Third Check-in Date:	12/1/2023	Performance Objective:	Turn Rate at 58%
Fourth Check-in Date:	1/1/2024	Performance Objective:	Turn Rate for 2023 at 60%
How does your goal align with the dealers' vision?	The dealership is struggling with inventory which in turn limits sales. By beating the region and nation with turn, we will earn more allocation to help increase sales and days' supply of vehicles to keep customers that live within our ASA, in our ASA and not having to outsource to purchase their Cadillac's from other competing dealers. We are currently sitting at 10 days supply of inventory.		
What are the potential benefits of achieving your goal?	Earning more inventory will allow us to sell more units, which will not only allow us to get to our manufacturer objective, it will also generate more profit for the dealership.		
What are the potential consequences if you don't achieve your goal?	Inventory will remain lean and we will not be earning more allocation and constraints because we are not meeting manufacturer standards. We will also lose our local business to dealers in the area who are turning and earning at a better rate.		



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Why is the goal important to you?	My goal is important to me because I am looking to build Cadillac's book of business. It is a great product with good demand and we are missing out on opportunity within our local market because of missed allocation. Turn rate is our opportunity to earn more inventory and start to build on that book of business.
Potential Obstacles	With a fairly new management team here, we are just learning how to properly work allocation so we will still be receiving the inventory that was previously ordered that may we may not have a book of business to pair with. Buy-in will also be an obstacle as they previously were not held accountable for properly documenting notes in the CRM and working MasterMind retention customer.
Potential Solutions	.GAIN BUY IN! Relating everything to the sales team bottom line will earn us their buy in and trust that buy doing their part toward our goal, we all come out on top. Making sure that moving forward we are well versed in how to properly work our system to obtain the inventory that we need will encourage our staff to make the changes that we are asking of them.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	Increasing Turn Rate % will earn us an additional monthly income of \$35,782 if we are able to reach out objective.

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
Review goal and expectation with team in Tuesday Meeting	Month-End objective excel sheet from DSM.	Sales Team, Managers	Buy-In and Understanding of why turn is important	9/1/2023---12/31/2023 with Tuesday weekly check in on where we stand vs. objective
Mastermind Training to help mine for prospects in our database to pair with our new vehicles	Automotive Mastermind Software	Sales Team, Managers	Retaining our customers and pre-selling more units to help with turn. Engagement % within MM will increase	9/1/2023--indefinitely Checkpoints will be once a week.
Generate vehicle builds in our	Global Connect	Managers	Having an ordebank that reflects customer desires will help us	10/1/2023 Start date, Every Monday and Thursday. Indefinte

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orderbank that match our client needs			pre-sell units and will positively effect turn rate %	end date as this will be an ongoing observation.
Dealer Socket Checkout	Dealer Socket	Managers	More appts, Increased appt/sold ratio %	Checkouts will be completed daily.
Allocation and Order Management Trainint	DSM review, Global Connect	Managers/DSM	Gain better understanding of inventory that sells best and building better options that will convert to better sales and higher turn rate %	10/1/2023 Start date, Every Monday and Thursday. Indefinte end date as this will be an ongoing observation.
Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.
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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.

It is important to not only continue to review the Turn Rate daily via the report by the DSM but to also continue to have weekly meetings regarding objectives, where we are tracking, what prospects we have on our new vehicles and the goals. Haivng the buy in from the team is most important to ensuring our success and that begins with making sure that they are included in the process.

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

I began holding team huddles every Tuesday with the Cadillac team as this is when I am at the Cadillac store. I began by opening the floor to the team to discuss the processes that they liked and those which they have not. I also asked if they would be interested in continuing to to have these meetings on a weekly basis. So far, they have agreed and felt encouraged by these meetings. I learned that they were not informed about the monthly objectives set forth by the

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manufacturer and have begun to share these with them along with explaining, to the best of my knowledge, how inventory is earned. I have also scheduled meetings with DSM to review how allocation is earned and how we should be ordering vehicle via run pass one and run pass 3 to maximize our inventory.

Sponsor Signature: _____

