

PARTS HOMEWORK – ACTION PLAN

S Specific **M** Measurable **A** Achievable **R** Relevant **T** Time bound

What is your goal? What do you want to achieve? From what metric? To what metric? By what date?
Example: "I will decrease my 5K run time from 30 minutes to 21 minutes by June 15."

S **M** **T**

We ultimately want to make sure our are fully staffed and ready for the unexpected as customer service is the main focus and the goal. We will implement a plan focusing on a 30 day cycle where we can pinpoint and target brand new customers with the notion of retention based upon the ability to service them correctly on their first visit.

How does this goal align with or support your dealer's vision?
What are the BENEFITS of achieving your goal? What are the CONSEQUENCES if you don't?
Why is this goal important to you?

R

Achieving much more success with plan in place implemented, would be greatly beneficial to the entire dealership. Making sure parts are ordered and stocking levels are overseen. Staying in constant communication with service department in regards to customers. A huge detriment to the dealer as a whole should the plan of action fail, costing not only customers to not return for services but risking negative surveys.

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How will you track your progress? Where will you find the information? How often will you check in?

S M A T

Deal with a case by case situation a daily basis. Staying in communication with the service department making sure we perform the correct diagnostic and doing our best at securing the necessary part if needed.

Potential Obstacles?

A

Non-stock parts unavailable.

Potential Solutions?

A

Reaching to other dealers for suggested OEM parts while also utilizing and sourcing aftermarket or non-OEM parts giving the customer the option of getting their vehicles repaired the same. The plan greatly increasing our chances of customer retention.

BOTTOM LINE! What is the financial impact (expressed in dollars) of achieving your goal?

S M R T

Not only a financial gain for the dealer, but future financial gains based on retention creating loyalty and the opportunity for continued prospects of new clients based on customer satisfaction.

CONGRATULATIONS! You've accomplished your goal! You 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.

S A

Continued effort and full support from Management and staff in creating a better work environment for action plans to take place and be successful.