NADA ACADEMY

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

I will increase parts accessories internal R.O. sales from an average of $13,443 a month to $43,283 by 4/01/2024.

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

Dealership to sell more Honda Genuine parts and accessories by pre-loading vehicles with more Honda accessories.
- To meet Honda's expectations and requirements for selling Honda accessories quota.
- Need to sell more Honda Genuine accessories in order to receive Honda's President Award.

Benefit -
- We will pre-load new car sales with Honda genuine all season floor mats and wheel locks (currently only pre-loading wheel locks). By pre-loading units with floor mats we are selling more accessories through the sale of a car. Therefore, the gross dollar amount goes straight to the dealership because no commission is made from the parts countermen.
- When the vehicle comes back as a trade-in the car has more value as a trade in because used cars sell at higher PVR when resold with trunk trays and floor mats.

Consequences -
- Not achieving President's Award because we do not meet Honda's requirements for accessories that need to be sold.
- Opportunity cost we are missing out on is $178 accessories sales PNVR. We currently pre-load wheel locks which are $83, if we pre-load with all season floor mats we add and additional $178 PNVR.

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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.

S M A T

SPECIFIC ACTION/ STEP	NECESSARY RESOURCES?	WHO IS ACCOUNTABLE?	EXPECTED RESULT?	EXPECTED COMPLETION DATE?	ACTUAL COMPLETION DATE?	CHECK OFF
Find out which	Parts manager	Myself	Find an	9/25/23	9/27/23	☑
Order more floor	Tracking which	GSM and Parts	Bring parts	12/31/23		☐
Sell more floor	Sales to start	Sales managers	To ease sales	1/1/24		☐
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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

I will track this progress by reviewing our reporting dashboard, Axcessa, on a weekly basis and reviewing the numbers with our manager in our weekly Wednesday manager meetings. Axcessa pulls the information directly from our DMS and allows us to view numbers in live time therefore we can track how the growth of accessories grows weekly.
I will also track the progress of our accessories growth in the Summary of Operations from Honda which compares our performance to the top 5 Honda dealers of California. I will review this monthly with all of the managers so that we continue to have buy in from the sales

Potential Obstacles?

A

- The sales team might object this change because we are taking gross from the front and/or back line.

Potential Solutions?

A

- Educate sales people on the value add of the vehicles that come back from lease ends and trade ins with floor mats. Pre-owned units that have all season floor mats resale for higher value then those with normal floor mats because of the floor mat value as well as the protection that the mats provided to the vehicle.

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

S M R T

Our current average accessories sales PNVR is $86. The top 5 dealers in California average accessories sales PNVR is $258. By adding floor mats ($178 each) to new vehicle sales we will bring our average accessories PNVR to $264 and will be competing with the top 5 Honda

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

The parts manager will need to continue ordering floor mats based on the inventory allocations we get from Honda. The sales managers need to pre-load all new cars with Honda Genuine floor mats on to all new Honda's and not remove the mats from the car sale unless the customer absolutely requires the floors mats to be removed