

PARTS HOMEWORK – ACTION PLAN

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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

To increase accessories sales for the parts departments by 15% via the new/used Ford sales departments by pre-loading equipment on trucks and suv's.

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

Goal aligns with making us the best automobile dealer in the west puget sound.

Benefits are incresed turn, profit.

Consequences : stagnation.

Importance: something i can effect change on from sales.

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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

We will collect statements from the parts department showing sales of accessories via finance and sales department, including invoices for preloaded items on f150s.

Potential Obstacles?

A

Lazyness, resistance

Potential Solutions?

A

We could use a spiff, but i would like to save that as a last resort. I think instead we will use all weather mats as a "closer" gift.

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

S M R T

Helps parts, facilitate the turn and improve communication and 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