NADA ACADEMY

SERVICE OPERATIONS ASSIGNMENT – 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, 2020."*

S M T

My goal is to bring all outside vendors we use in service for Tints/ Wheel Repair/ Blackout Trim etc In house to increase our total gross profit in service from 1.1 Million per month to 1.150 Million per month by the end of 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

Currently the dealer is absolutely open to increasing our bottom line in the service department. The benefits of achieving our goal would be making us into a one stop shop which we currently are not. With our 3rd party vendors we constanly need to chase them down to set appts for our current service customers and sometimes they do not even show up. If we are unable to bring these items in house that I have mentioned above then our customer service will suffer and we will keep throwing money away that we can keep in house. I understand we will have to invenst in equipment and training to have our service team learn how to tint vehicles, wheel repair, and Blackout Trim but we currently are spending between 40-50K per month outsourcing these items. In bringing these services in house it will be beneficial for our entire dealership moving forward. This goal is very important to me because I am always looking for ways to boost our customer service and our gorss profit at the same time.

FIXED OPERATIONS 2 – SERVICE

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, & CHECK POINT DATES
Have a meeting with my Service director and go into detail of the potential profit we are missing out on	Necessary resources will be the service team that will taking the responsibility to make this happen	Myself and My service director	More gross profit/ Better customer service making appts in house	Start- Feb 2024 Check Points- Twice a month every month from inception

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SERVICE OPERATIONS HOMEWORK – ACTION PLAN

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 my progress by having monthly meetings with my service director regarding these specific items we are looking to bring in house, and using Dealertrack to run reports to track our progress as well.

Potential Obstacles?

A

Some potential Obstacles could be pushback from the service department not wanting to try new things (Since in my experience with this department they do not like change)

Potential Solutions?

A

Potential Solutions could be a bonus structure for Tints/ Wheel Repair/ Blackout Pakcages for the first 6 months if we hit a certain tthreshold

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

S M R T

Our bottom Line financial impact could be anywhere between 40-50K per month for the first 6 months. I believe after word gets around with our current customers of the new services we are offering in house that the increase in our gross profit could be endless.

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

My team and I will have monthly meetings regarding these new services we are offering and I will personally meet with my service director twice a month to make sure we have a firm grasp over the new items we are bringing in house.