

ACTION PLAN 1

- 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?

Increase our Internal gross profit return on sales from 60% to 70% by raising our internal labor rate from \$160 to our door rate of \$195 from November 1st 2023 to December 31st, 2023.

BOTTOM LINE: Benefits of Achieving Your Goal

- Getting this metric up to NADA guide of 76%.
- Improving our time to line for sales department
- Improving Service department sales

Consequences of Not Achieving Your Goal

- Leaving money on the table
 - ICERT: 1.5 hours @ \$130 = \$195
 - CHECK: 1.0 hours @ \$100 = \$100
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- ICERT: 1.5 hours @ \$195 = \$292.50
 CHECK: 1.0 hours @ \$195 = \$195.00

When will you start?

November 1st, 2023

How will you gauge your progress? When? Using which metrics?

First we will update labor types IUT & IUC to be at a rate of \$195. We will update opp codes ICERT & CHECK to reflect new rates. Will compare Internal gross profit return from Oct 31st, 2023, November 30th, 2023 & December 31st, 2023.

What specific actions will you take to achieve your goal? Who can help you?

See previous questions

Potential Challenges?

Push back from
sales department

Potential Solutions?

Meet with Eric at
the end of each
month to show him
that not much is really
changing. Majority of used
car tickets are only
maintenance, not true
repairs, & will still be
menu priced.