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 create a process to offer accessory sales from 0% to 100% of our retail customers by 1/30/24.

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

This goal will support our vision of higher PRU and CSI by maximizing our sales. Benefits would be increased parts sales, labor hours and sales gross. Consequences would be failure to affect the PRU and potential obsolesce increase.

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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
develop process	catalog/specialist	Justin Villa	100% offerings	1/30/2024		☐
pricing matrix	parts manager	justin/michael	fair transparent pricing	1/30/2024		☐
hire or train employee	hr/controller	Sales Managers	develop aftermrkt "department"	1/30		☐
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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 the amount of accessories sold after sale but before finance and monitor the increase in gross profit. These numbers can be checked daily on management nightly recap.

Potential Obstacles?	Potential Solutions?
A	A
Bad hire or poor attitudes. LTV advances and lender restrictions. Negative trade equity.	Verify which lenders will accept "hard adds" for advance and lean on them for proper credit approvals. Good communication with finance department to ensure we do not go backwards in finance payment bumps.

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

S M R T

using at dealership average of $247 in accessory sales we could realize an increase of $216,000 in parts and another $216,000 in variable.

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

We will celebrate the increase in profit each day by adding a column to our nightly recap. We will continue to develop our sales techniques and adapt to market changes.