NADA ACADEMY

PARTS HOMEWORK – ACTION PLAN

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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."*

I will increase "asking for the sale" on Parts sales phone calls from 10% to 100% of the time, by 6/1/2024.

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?

Sometimes customers might not know what they need or know about everything they might need. Asking for the sale supports the dealer's vision by adding value to each call and taking care of our customers.

Benefits include:
- Increased customer satisfaction and retention
- Increased competitive advantage and customer excellence
- Increased long-term sales in all departments (Sales/Body shop/Service/etc.)
- Increased safety for customers (all bases covered that that they trust us to know/handle)
- Sales team = Order Makers
- Increased reciprocity through genuine communication and value-add

Consequences include:
- Increased obsolescence
- Long-term decrease in sales for all departments
- Lower GP
- Lower customer sales/customer dissatisfaction or indifference

This goal is important to me because I wouldn't want to loose customers for lack of trying.

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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.

SPECIFIC ACTION/ STEP	NECESSARY RESOURCES?	WHO IS ACCOUNTABLE?	EXPECTED RESULT?	EXPECTED COMPLETION DATE?	ACTUAL COMPLETION DATE?	CHECK OFF
EVALUATE CURRENT	TIME & DATA	SALES & PARTS MGMT	IDENTIFY OPPORTUNITY	2/8/24		☐
SETUP/RUN TRAINING	TRAINING MATERIALS &	SALES & PTS MGMT	INCREASED SKILLS/	2/29/24		☐
DEFINING GOALS &	GOALS DOC	PTS MGMT/ GM/ DEALER	TEAM ALIGNMENT	2/29/24		☐
SETUP COACHING/	CALL MONITORING	PTS MGMT & GM	IDENTIFY & CORRECT	ONGOING (MONTHLY)		☐
SETUP INCENTIVE	BUDGET & RECOGNITION	GM/ HR/ DEALER	INCREASE MOTIVATION	3/1/24		☐
MAKE ANY CHANGES AS	TEAM TIME & INPUT	MGMT/ GM/ DEALER	INCREASED PROFICIENCY	ONGOING		☐
CELEBRATE SUCCESSES	BUDGET & TIME TO CELEBRATE	MGMT/ GM/ HR	INCRESE MORALE	6/1/24		☐
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How will you track your progress? Where will you find the information? How often will you check in?

Track progress through: phone monitoring and call metric systems, call quality (duration/customer satisfaction/information exchanged or attained), call-to-sale and conversion rates (parts purchased or reserved/ appointments booked/ KPI's achieved), relative to pre-sales training numbers. All of this information can be found in our DMS and monitoring software, and can be gone through first by our GM & Parts Manager on a bi-weekly basis. The Parts Manager can then go through some of this information with their team on a monthly basis and as-needed, even beyond reaching the goal.

Potential Obstacles?

- Team not catching on to sales strategies

- Lack of follow-through/maintenance after goal is achieved

Potential Solutions?

- Allocate the time and resources for success. Sometimes a training onlu does so much to teach a person, but the information will only click for them once they have to put that information into practice. Allowing the time and resources to do this would help the team grasp the information.

-Suggest the GM and Parts Manager still check in on a monthly basis to go

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

$3,106,158.90 increase in potential monthly sales

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.

- Regular check-ins with MGMT and staff to keep everyone accountable

- Maintain quarterly incentive/rewards program that aligns with goals to keep staff motivated