

PARTS HOMEWORK – ACTION PLAN

S Specific

M Measurable

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."

I will increase retail counter sales by 10% by end of year.

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?

The benefit of this goal is that it will increase overall sales. The consequence of not achieving this goal would be not growing the front counter and staying stagnant. It is important to me to increase retail sales because it will have a positive effect on gross, net profits, and pay plan.

More sales = more gross = more profit = more \$ in my check

Also more money for my employees. More money for them will make them happy and a happy employee makes more sales.

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How will you track your progress? Where will you find the information? How often will you check in?

I will use the sales Analysis in my DMS to track our sales. I will check the numbers weekly.

Potential Obstacles?

Potential Solutions?

GM won't want invest in website

Employees who are set in their way may not adapt to the new way of answering the phone and use of word tracks.

Sell him on the value

Get them to understand the 'why'
Discipline them

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

108919 additional sales yoy

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.

Coach weekly and Discipline as needed.