

ACTION PLAN 2

What will you do differently as a result of what you learned in this section?

INCREASE GROSS PROFIT AND G.P. %

What will be the benefits of making these changes? What will be the consequences if you don't do anything differently?

MORE GROSS OVER BACK COUNTER WILL HELP QUALIFY FOR
A WARRANTY PRICE INCREASE FROM MANUFACTURER

MORE PROFIT IN GENERAL WITH ALL SALES

What obstacles might you encounter and how can you overcome them?

POSSIBLE LOSS SALES

IT MAY INCREASE TOTAL ESTIMATE ON REPAIR ORDERS

(OVERCOME) MAKING SLIGHT INCREASES AND COMMUNICATING
WITH SERVICE SHOULD BE ATTAINABLE

Identify your first few steps and the people who can help you with them.

SLIGHT INCREASE IN MATRIX DEPENDING ON SOURCE

ADJUST A FEW FLAT PRICE ITEMS

MONITOR MORE CLOSELY PARTS DISCOUNTS

ALL EMPLOYEE PURCHASES ON FRONT COUNTER

EXPLAIN TO STAFF THE IMPORTANCE TO ACHIEVE THIS GOAL

Start Date: FEB 1ST

Completion Date: CONTINUAL