

## 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."

***We will increase sales, gross profit in order to increase net profit by at least 20% by the end of 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?

***The benefit of increasing sales, gross, and net profit is substantial. Number one, you can pay your employees a better wage and increase their quality of life. This would in turn create a happier employee and healthier culture within the department. An increase in sales and gross also gives you freedom to continue to grow the department as far as personnel, whether this is by adding people or being able to pay for a premium prospect to join your team. The benefit of protecting your bottom line is just that, helping keep the lights on and showing the GM and DP how valuable your department is. Last year my department netted 426k. The most out of the departments. I plan to beat this number and stay number one.***



ACADEMY

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
Track lost sales to improve	DMS Fill Rate	Everybody	Better fill rate	Now	<del>3/15/24</del>	<input type="checkbox"/>
Review Pricing Strategies and make adjustments	DMS	ME	Less EP's Higher GP%	3/15/24		<input type="checkbox"/>
Mystery Shop the competition to make sure we are still competitive		ME	More sales	3/15/24		<input type="checkbox"/>
Monitor Employees time and write them up for missing their lunch or taking unapproved		ME	Less employee costs	Now		<input type="checkbox"/>
See what outside services we can eliminate or get a discount on, make			Lower operating cost	Now		<input type="checkbox"/>

2500 all bills charged to parts are actually from the parts department

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

I will monitor all this information using my DMS. Sales analysis, Sales Source Analysis, and my general ledger will be vital to monitoring the numbers

Potential Obstacles?

Potential Solutions?

Low gross profit %  
 High outside services costs  
 High employee costs

Review pricing strategies, Monitor discounts, minimize ep's by have a better fill rate and track lost sales  
 Analyze costs for services and subscriptions. See if any discount can be given.  
 Cut down on Unapproved overtime. Make sure employees are not abusing their lunch/Breaks

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

A net profit of \$518,200 for 2024.

**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.