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."*

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We will increase our Monthly Parts Gross by 60% (Year Over Year) by September 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?

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This goal alligns very well with our dealer's vision to generate the most possible gross from every department while being service oriented and putting the customers first as well.

There are many benefits of achieving my goal. 1.The Parts Department will generate more income. 2. Our CSE scores will go up and will have happier customers. 3. We will have a better work flow in the service department and better morale in the service department. 4. We will have a better mix of inventory due to tracking our lost sales accurately. 5. Our first time fill rate will increase.

There are a few major consequences to not achieving this goal. 1. The Parts Department will not grow and it will become stagnant. 2. We will not improve our Year over Year position in the Parts Department and this would effect the dealership as a whole. 3. The dealership will become less sustainable as time progesses and the business changes.

This is very important to me because I am focused on our dealership reaching its full potential and I will be the future dealer principal. It is important that each department stands on its own as a business and continues to grow.

NADA 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.

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SPECIFIC ACTION/ STEP	NECESSARY RESOURCES?	WHO IS ACCOUNTABLE?	EXPECTED RESULT?	EXPECTED COMPLETION DATE?	ACTUAL COMPLETION DATE?	CHECK OFF
Track Orders For Parts	Tracking Sheet	Parts Manager	100% Follow-Up	May 13, 2024	May 15, 2024	☑
Tracking Lost Sales	Inputting Lost Sales in DMS	Parts Manager	Healthier Inventory	May 13, 2024	May 13, 2024	☑
Parts Warranty Increase	Dynatron	General Manager	75% vs 40%	June 30, 2024		☐
Parts Sales Training	Dynatron Sales Smart	Service Manager	Better Sales Process	June 30, 2024		☐
Accessories Sales	Accessories Sales Sheet	Sales Managers	Accessory Sales	May 13, 2024	May 13, 2024	☑
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How will you track your progress? Where will you find the information? How often will you check in?

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Each month from the prior year 2023 will be used as a benchmark to track the progess in the Parts Department. The total gross from the Parts Department will be evaluated from each month. The change in the percentage will be analyzed at the beginning of each month when we are reviewing the financial statement from the prior month.

Potential Obstacles?

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1. The parts department personnel will not want to follow the new processes.
2. The warranty parts markup increase might take longer than expected.
3. We have a very unexperienced parts department staff.
4. Lack of sales training in parts and lack of training.

Potential Solutions?

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1. We will make it mandatory to follow the processes and track lost sales and follow-up with customers.
2. We will follow-up with Dynatron to make sure the warranty parts markup is in process and being carried out.
3. We will make training mandatory in the parts department.

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

S M R T

This will genrate an extra $25,500 in the Parts Department each month Year over Year. The 60% increase will take the Parts Department from $43,000 monthly 2023 last year to $68,500 this year 2024 - monthly.

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.

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1. We will make sure that all parts employees are held accountable and that folllowing processes is required.
2. Parts sales training is now mandatory.
3. The standards and expectations are different now and previous habits will not be tolerated.