

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."

S M T

I want to train my parts counter men to learn the importance of SELLING! It never hit me until NADA that our counter men are technically salesmen. Teaching them the "art" of selling, putting value, and selling the brand will be a goal I wish to accomplish within the next 30 days.

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?

R

With achieving this goal it should help increase our sales OTC. Within that training I will also implement the loss sale process and the importance of it to increase future sales and increase inventory with high-demand parts.

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

S M A T

Based on my daily doc and compare to historical data. I will check in every other day by using my Daily-Doc as the expectation.

Potential Obstacles?

A

I don't see any obstacles with implementing these types of processes with my staff.

Potential Solutions?

A

N/A

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

S M R T

Higher sales amount which turns into higher gross dollars.

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.

S A

Very Simple, "Inspect what I expect." My daily doc has all the KPI's my parts and service employees need to see on a daily basis to see our "strengths" + "weaknesses".