ACTION PLAN 1

S Specific   **M** Measurable   **A** Achievable   **R** Relevant   **T** Time bound

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What is your goal? What do you want to achieve? From what metric? To what metric? By what date?

GOAL - IMPROVE PARTS DEPT PRESENCE ON THE WEBSITE

ACHIEVE - I WANT TO MAKE IT EASY FOR CUSTOMERS TO NAVIGATE PARTS ON OUR WEBSITE AND ACTION A PURCHASE OR ORDER

METRIC - SITTING VERY POOR TO ABOVE A GM DEALERSHIP'S AVERAGE PRESENCE

DATE - WOULD WANT DONE THIS FALL SO END OF YEAR

BOTTOM LINE: Benefits of Achieving Your Goal

- INCREASE RETAIL SALES
- MAKE EASY FOR OUR CUSTOMERS
- FOUND BUSINESS POSSIBLY

Consequences of Not Achieving Your Goal

- STATUS QUO

When will you start?   OCTOBER

How will you gauge your progress? When? Using which metrics?

- WHEN WE MAKE CHANGES + GO LIVE. PROBABLY MEASURE USING 3 YRS DATA MONTH OVER MONTH RETAIL/COUNTER SALES.

What specific actions will you take to achieve your goal? Who can help you?

- SIT WITH WEBMASTER/MARKETING PERSON AND START MAKING SMALL IMPROVEMENTS.

Potential Challenges?	Potential Solutions?
- Technology	- Different technology