

WHOLESALE PARTS

**ACTION PLAN 1**

- 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?

GOAL - FORMALIZE A PLAN TO INCENTIVISE WHOLESALE CUSTOMERS ON LEVEL OF BUSINESS, ACCOUNTS RECEIVABLE, AND RETURN RATES

ACTION - LESS ACCOUNTS OVERDUE, LESS RETURNS, INCREASE SALES WITH BETTER GROSS NET

DATE - HAVE PLAN IN PLACE BY END OF 2014 AND ANALYZE MARGIN AND ACCOUNTS RECEIVABLE QUARTLY

BOTTOM LINE: Benefits of Achieving Your Goal

Consequences of Not Achieving Your Goal

- IT WILL PROBABLY END UP SOME POOR WHOLESALE CUSTOMERS FALL OFF,
- GOOD CUSTOMERS WILL FEEL APPRECIATED MAKING THEM MORE LOYAL

- STATUS QUO

When will you start? **OCTOBER**

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

- ACCOUNTS RECEIVABLE WHOLESALE PARTS
- RETURN RATES
- WHOLESALE MARGIN

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

- DEVELOP A TIERED SYSTEM FOR PRICING, STRUCTURE FOR "A" CUSTOMERS PAY 20% AND "B" CUSTOMERS PAY 25%
- DEALER PRINCIPLE AND PARTS MANAGER CAN HELP.

Potential Challenges?

- PARTS PUSH BACK
- DEVELOPING A GOOD PROCESS FOR IMPLEMENTATION

Potential Solutions?

- MAKE IT SIMPLE