

ACTION PLAN 3

- S** Specific
- M** Measureable
- 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, 2020."

S M T

Increase counter sales & counter GP
From 22% to 40%
See it start going up after employees are retrained

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

More part dept profit which will lead to higher bonuses
for the parts employees & help them to reach their goals

Lower bonuses, maybe lower moral.

We want employee's to work at their full potential & be
happy doing it



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

S M A T

Reports / Financial Statement

Find the info in Reynolds & Reynolds

Daily to check the direction it is moving

Potential Obstacles?

S

Employees not wanting to hold gross.

Customers used to lower prices

Potential Solutions?

S

Train employees better on selling & to hold gross

Show customers value in OEM parts

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

S M R T

It will add \$30,000 to the gross in 12 months

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