

Profit centering action plan:

Current mtd we are at 29.85% gross on counter retail sales profit. Guide is at 41%

Year to date we are at 32.03%

Compared to repair order of 42.29%

Run a retail counterman daily productivity report and see their individual gross profit percentage. This will show us discounts or “coupon” usage . Stop them from easily giving out discount and coupons.

Review payplans to give incentive to hold on the margin; pay plans drive behaviors .

By August 31<sup>st</sup> get to guide of 41%