

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?

Have a complete understanding of Sales and Service relationship. Our Service Department is a huge contributor to our stores profitability but the average reconditioning bill on our trade ins has been steadily climbing. July 2020 we are tracking 90 Used, however our PVR on used is only \$379. Keeping a close eye on recon bills will keep our cost down on trades and turn into higher sales gross.

BOTTOM LINE: Benefits of Achieving Your Goal

Higher gross and happier sales people

Consequences of Not Achieving Your Goal

The continuing of higher service bills and lower sales gross

When will you start?

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

My progress is gauged daily and on every trade in put through service.



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

I will work closely with our Used Car Manager and Service Manager to authorize work being performed on individual vehicles. It starts with being very detailed and descriptive on Trade in notes and pictures on vAuto.

The General Manager has paved the way for me to be assertive and decisive on individual recon bills in order to increase our gross.

Potential Challenges?

Service Manager not prioritizing used cars through shop if his recon's are not as high as he was accustomed to

Potential Solutions?

Immediate increase of sales gross