

## 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?

My goal is to increase my <sup>monthly</sup> average parts wholesale sales dollars from \$36,575.00 to \$50,000 by Dec. 31, 2020.

**BOTTOM LINE: Benefits of Achieving Your Goal**

Selling \$15k more parts per month.

more parts gross.

more parts customers.

**Consequences of Not Achieving Your Goal**

less sales

less gross

less profit

less customers

When will you start? September 15<sup>th</sup>

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

Will run MTD sales distribution bi-monthly to determine our level of production.

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

I will sit down w/ Mike Simmons our parts manager and develop a plan to get our new parts counterman involved & calling on some of our old & lost wholesale parts customers.

Potential Challenges?

- \* time - we are very busy.
- \* counterman is new.
- \* counterman "buying in" on the big vision of great wholesale parts customers.

Potential Solutions?

- \* develop a schedule for him.
- \* - don't leave it up to him.
- \* introduce him to some of our old clients. Have parts manager call the old clients & say hello along w/ letting them know we will send a guy to see them.

- \* create the vision to help counterman see it.