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?

I want To Improve on my YTD customer pay, Internal and over the counter sales gross % in parts. This is going To take 3 to 6 months.

BOTTOM LINE: Benefits of Achieving Your Goal

Obtain a better gross profit % in order To help the Fixed ops absorption overall.

Consequences of Not Achieving Your Goal

Less profit To the Bottom line. Unable To grow The Department.

When will you start? 10/01/2020

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

I'm going To monitor our daily parts sales in order To Adjust and reimforce our new processes.

We can see our daily % in Dealerops.

©2020 National Automobile Dealers Association. All Rights Reserved.

NADA ACADEMY

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

- My parts manager and I are going to stablish a strong "No discount" policy in order to keep a close eye on our %, on the retail counter.
- Change our matrix in the lower price items in order to get a higher % overall!
- Charge retail to our used car department.

Potential Challenges?

- Hold back from our employees.
- used car manager

Potential Solutions?

- Parts and Services meeting with all the employees involved to explain the team goal.
- Meeting with the used car manager, to explain the benefits.

©2020 National Automobile Dealers Association. All Rights Reserved.