ACTION PLAN 1

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What is your goal? What do you want to achieve? From what metric? To what metric? By what date?

From $98.22 per CP RO to $103.00 by November 30 2020

BOTTOM LINE: Benefits of Achieving Your Goal

CP labor up $15k per month at 3285 CO ROs

SA income increases causing a positive shift in labne morale

SM income inscreases which makes SM very happy :)

Asbury pleased with performance.

Consequences of Not Achieving Your Goal

CP Labor flat and with minimal increases in CP RO count makes for flat YOY perfomance

SA flat or decreasing income

SM flat or decreasin income

Asbury satisifed with performance but not overly pleased

When will you start? Yesterday!

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

I will monitor the ELR, discounts, key product sales, closing rates, and hours per RO per advisor daily. I will share the information with my lane managers and help them diesseminate the information to the team on a very granular (per RO) level. To accomplish this goal we need to average 1.33 hours per CP RO at $77.00 ELR. Curently we are at $74.98 and 1.31

We will endeavor to be at $100.00 per RO by october 15th
$101.00 by November 15th
$103.00 by November 30th

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

1) Raise alignment rate to $84.95 from $74.95
-at 500 alignments per month that is an increase of $5,000.00 in CP Gross, which is a change of $1.52 per RO with a 3285 RO baseline.

Will need to make the change in DMS (CDK to handle) XTime (Asbury support to handle), on websote and all marketing. Will need to notify vendors. SET DFOM can help with marketing vendors, and Asbury marketing team can make adjustments to webite, emails, mailers, etc.

2) Raise CP repair rate to $116.00 from $112.00.
-CP repair accounts for about 25% of our business or around 1072 hours per month. A change to $116.00 per hour would make a $4288.00 increae in overall gross or $1.30 per RO at 3285 ROs

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3) Closely monitor discounts and decrease from 7.8% to 7.0% which would be a reduction in dicsounts (increased gross) of $2733.00 on $341649 in CP sales.

Lane managers will handle this one for/with me. Each Lane manager will be responsible for five advisors, with the goal of helping each of them reduce their discounts by 1%. This will be accomplished by daily RO review to ensure proper application of discounts, and proper billing of repairs. each lane manager will review two tickets per advisor per day to ensure

Potential Challenges?	Potential Solutions?
Alignments are so popular, they are almost always on special.	Raise the "special" price from $59.95 to $69.95 (still very competitve and accomplishes the same goal)
New price may decrease alingment sales	Run a contest for most alignments per week (sold at retail) per advisor, and spiff $100.00 per week.
Tire Sale in October (low gross and labor per ticket on tire sales)	Advertise the alignment special with the tire sale. Selling the alignment with the tires increases the labor on each ticket by at least $69.95
New labor rate may scare clients away	Comparison price shopping done to be
Service advisors love to discount, they believe it hellps them make the sale.	