

## ACTION PLAN 1

**S** Specific    **M** Measurable    **A** Achievable    **R** Relevant    **T** Time bound

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

To create 10 new car sales per month from the service drive within 90 days.

### BOTTOM LINE: Benefits of Achieving Your Goal

10 additional sales per month.  
New source for used inventory.  
More profitable transactions because customers are not actively in market.  
Customer retention.  
Easier to sell a vehicle to a customer already doing business with your dealership.  
Lower your cost of customer acquisition.

### Consequences of Not Achieving Your Goal

Lost opportunities.  
Lost profits.  
Not taking advantage of in-house opportunities.

When will you start? **Immediately.**

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

Meet with staff to discuss process and describe minimum expectations. Check with Service Writers, Service Manager and Sales Manager daily to discuss progress. Track on the Sales Doc.

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

Have a meeting with sales managers, service managers, writers and sales staff to lay out the process. When a customer brings vehicle in for service, the advisor will notify a sales manager and share details of the customer's current vehicle. The service advisor will offer a small discount on services if it is determined that the customer is at the proper ownership life cycle for a trade or upgrade to their existing lease in exchange for customer looking at new models and taking a test drive. Design pay plan to spiff service advisor for every lead which turns into a sale. Service department will still get the service work as part of vehicle recondition if traded. Spiff sales staff above normal commission structure for every sale generated from Service Department. Service Manager and Sales Manager's will receive an additional bonus monthly when goal of 10+ units is achieved. Everybody will have a vested interest since everyone will get paid on these transactions.

#### Potential Challenges?

Need to be careful of customer's current balance so as not to attract people with large negative equity.  
Need to monitor daily because you must inspect what you expect.

#### Potential Solutions?

Make sure that before customer is approached we know as much as possible about their current vehicle.  
Make sure everyone buys in to the idea because otherwise it will not work.