

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?

Initially, measure accessory sales facilitated through the sales department using the metric of net sales. In order to establish a baseline, this measurement will start effective immediately.

BOTTOM LINE: Benefits of Achieving Your Goal

- Increased sales dollars for the parts department
- helps get rid of frozen capital
- helps with gross profit for the parts and sales department

Consequences of Not Achieving Your Goal

- more frozen capital
- loss of confidence from salespeople regarding the impact of accessory sales

Immediately

When will you start?

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

Weekly updates on Monday, measuring our progressed based total sales dollars per unit sold

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

-Implement the usage of an accessory sheet that requires the customer's signature even if the customer chooses to decline the purchase of accessories. The sales managers will be able to help monitor and enforce this process

-preload a couple of our most popular vehicles with some popular accessories and park those vehicles in the showroom. The service department can help with the installation of those accessories

Potential Challenges?

- scheduling conflicts
- effective and coordinated communication between departments
- limited inventory for preloads
- mistakes with accessory orders

Potential Solutions?

- designate one parts employee as responsible for scheduling & customer contact
- implement a mutually agreed upon process detailing the sequence of events that occur once a customer purchases accessories
- work with new car manager to select the right vehicles to preload
- only place orders with parts manager or senior parts manager