

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 parts sales from \$87,000 (average per month through 9/20 excluding 5/20 & 6/20) to \$97,000 per month. \$10,000 per month increase by 12/31/2020.

BOTTOM LINE: Benefits of Achieving Your Goal

- \$10,000 per month increase in retail sales
- \$4,000 additional profit per month @ average of 40% markup
- qualify for more factory programs, returns and discounts

Consequences of Not Achieving Your Goal

- loss of additional profit
- less parts returns earned because of less sales

When will you start? Immediately 11/9/2020

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

By looking at each new vehicle sold and monitoring accessories added per vehicle. I will look at the delivery folders daily to track.

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

I will have a meeting with my parts, service and sales managers. I will set a goal of accessorizing new vehicles at an average of \$135 each. I will add items to all showroom vehicles and attach an addendum sticker. I need all managers to buy in to the idea and follow through. We will monitor during our weekly manager meetings to make sure we stay on track.

Potential Challenges?

Customers wanting the accessories "thrown in" to make the deal

Managers not following through

Salespeople complaining of additional product costs eroding their profit

Potential Solutions?

Packing each new vehicle \$50 and spiffing sales staff that amount on every vehicle they sell with at least \$200 in accessory sales

Making it part of the managers pay plan