

## PARTS HOMEWORK – ACTION PLAN

**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?

Example: "I will decrease my 5K run time from 30 minutes to 21 minutes by June 15."

**S M T**

Increase counter parts sales by 20%. Financial statement would be the metric I measure progress by.

By end of the year Dec.

How does this goal align with or support your dealer's vision?

What are the BENEFITS of achieving your goal? What are the CONSEQUENCES if you don't?

Why is this goal important to you?

**R**

The goals of achieving this goal will increase not only gross but retention and word a mouth of our parts department.

The consequences of not increasing sales would hurt any recognition of our parts department and would not bring any attention to anything new we're attempting to promote. Also there would be no growth which will leak to cut staff in parts.

This goal is important because the parts department (especially the counter) is the least noticed department in the dealer and the most opportunity missed. This is an area that has been over looked for years. Not to mention most of the counter persons has no experience in actually upselling anything they're simply just cashiers for the most part. It's important that they develop the skills needed to upsell and bring more attention to the counter.



## PARTS HOMEWORK – ACTION PLAN

How will you track your progress? Where will you find the information? How often will you check in?



With financial statements, I will be able to find the information through Quick Sense. This will be monitored daily. And results will be talked about with parts and counter personnel.

Potential Obstacles?



Budget cut would be an obstacle as would any challenges such as expense cuts.

Potential Solutions?



Reviews and more internet word of mouth. Also promotions such as coupons and mailers.

**BOTTOM LINE!** What is the financial impact (expressed in dollars) of achieving your goal?



20% which would be 30k montly.

**CONGRATULATIONS!** You've accomplished your goal! You added or adjusted policies, procedures, and behaviors. Now what? How will you ensure you and your staff do not fall back into the previous habits that produced poor results? Be specific.



Retain personnel and keep training active. Keep a strong connection between parts and service because it's going to be vital in mainting growth.