

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?

The goal is to increase gross profit from 16% to 20% by April 2021.

BOTTOM LINE: Benefits of Achieving Your Goal

Consequences of Not Achieving Your Goal

Increase overall store gross profit

Lay offs/job losses

When will you start? **Now**

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

Monitor individual sales weekly.

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

- Cross train staff
- Provide incentives based on performance
- Acquire new accounts with body/repair shops
- Department manager can help

Potential Challenges?

Staff may resist cross training

Potential Solutions?

Inform staff of incentives