

## 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**

I want to increase my gross profit % from 37% → 40%

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**

Benefits

More gross profit  
 Increased net profit  
 Increased personnel

Consequences

Less gross profit  
 Decreased net profit  
 Downsizing

- This goal is important for the overall profitability of the store.



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

**S M A T**

I will track this weekly. We use Access to help monitor our sales progress.

Potential Obstacles?



- Discounting
- Bad Habits
- Conditioned Customers

Potential Solutions?



- Zero Discounts for over the counter sales

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

**S M R T**

If we increase our current position to 40% = \$71,178 to the bottom line

**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.

**S A**

Constant training on current policies + procedures.