

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?

GOAL- My goal in to increase the Customer Pay RO's by 10%.
 Achieve-increase marketing, customer experience and advertisement.
Metrics- will be monitored from month by years.
Date- 12/31/21

BOTTOM LINE: Benefits of Achieving Your Goal

- increase total gross for fixed ops
- technicians turn more hours
- advisors will make more money
- business will grow

Consequences of Not Achieving Your Goal

- cp ro's decrease
- profits decrease
- fixed ops in the negative

When will you start? 12/1/20

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

Gauge your progress- monitor CP RO's appointments
 When-Daily
 Metrics- comparing to last years CP numbers

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

-get with BDC department and pulling a demographic of customers who have not been in within the past year. Call and schedule a complimentary service to get them in the door.

- social media outlets to help with oil change promotions
- talking to current customers to ask to refer a friend
- provide a "Ritz Calrton" experience to show why they should service with out dealer.

BDC, Service Director and GM are the people who can help me

Potential Challenges?

- people who have had horrible service prior to my management
- no advertisment money
- no enough employees to handel a 10% growth month to month

Potential Solutions?

- treat customers like family
- invest in marketing
- hire more qualified people and TRAINING