

## 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: Increase wholesale parts sales by 10% while maintaining profit margins within 90 days beginning December 1st.

BOTTOM LINE: Benefits of Achieving Your Goal

Consequences of Not Achieving Your Goal

10% increase in wholesale sales

Less profit

Increased profit for the department

Less sales

Qualify for more OEM programs/incentives

Less returns

Qualify for more returns of obsolete parts

More \$\$ on your bottom line

When will you start? **December 1st, 2020**

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

Using reporting metrics and meeting with manager to review progress on a weekly basis.

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

Focus on customer service. Wholesale customers need parts in stock and fast. Analyze and stock fast moving parts. Monitor and spiff best staff for top performance. Review pricing strategy and use pricing matrix. Sell obsolete parts online. Sell to other dealers. Offer larger discounts for more volume and biweekly payments instead of monthly. Pay higher commissions for top performance and monitor everyone on a board just like sales department so it is visual and competitive.

Potential Challenges?

employee buy in

returns

frozen capital

Potential Solutions?

employee buy in

greater discounts based on volume and low return %

rewarding top performing wholesale customers with priority service, special discounts