

## SERVICE OPERATIONS ASSIGNMENT – 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, 2020."

**S** **M** **T**

Increase additional service request from MPI dollars sold from 25% to 35% 1/31/21.  
 based on month to date report we would of increased gross profit by \$14346.35

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**

Improved sales penetraion of the additional 10% will result in additional customer pay sales and gross profit.  
 Increase work flow / less days of running out of work and create even more opportunity for upsell.  
 Help to increase all goals for tech's by providing a busier shop.  
 The only consequence is when your not growing the business it is in essence moving backwards.  
 Service manger is on board with the plan and feels it fully aligns with his goals for the advisors.  
 The goal is important not only for the obvious reason of increasiing profit but also for developing future business of raving fans of our dealership. done correctly people will feel they gotan honest presenttion by the AUTHORIZED dealer who cares.

**FIXED OPERATIONS 2 – SERVICE**

What specific actions or steps will you take to accomplish your goal? What will you do differently or improve?

For each, be sure to include necessary resources, who is accountable, the measurable result, and dates.



SPECIFIC ACTION/ STEP	NECESSARY RESOURCE(S)	ACCOUNTABLE PERSON(S)	EXPECTED RESULT	START, END, & CHECK POINT DATES
Advisor training	Regional trainer separate in house training assisted by sales mgrs in weekly huddles	GM service mgr sales mgrs advisors	10% increase in MPI dollars sold in 12 mos.	1/21-1/31/21 monitored weekly during huddles and overall performance monthly.
Tech involvement	none	team leaders	help advisors by assisting in explanation of work suggested.	same as above

## SERVICE OPERATIONS HOMEWORK – ACTION PLAN

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

**S M A T**

Qlik sense data report in weekly huddles and also monthly service mgr. one on one.

Potential Obstacles?

**A**

Advisors rejecting additional training time.  
Techs not wanting new level of involvement.

Potential Solutions?

**A**

once we quantify the benefit of the additional gross i feel it will sell itself.

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

**S M R T**

MTD the increase in gross was \$14000 as estimated we feel the additional impact adjusted for seasonality would be on average \$21400 per month if achieved in full.

**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**

Continue with same implemented monitoring to track each advisor. make monetary pay adjustments as needed to keep the goal in sight yet always have a higher level to strive for. in our business money talks when people see a RE\$ULT they want to sustain and improve on it.