

**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**

We will increase our customer pay parts sales to \$12,000 a month by December 31, 2020.

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**

Goal is to improve customer efficiency and satisfaction while improving operations as well as profits. This aligns perfectly with our company vision.



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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**

Currently Dealership is averaging about \$5,800 a month in over the counter Parts Sales. We will monitor our Sales Daily through a Doc created in Accounting and monitor our progress towards completion.

Potential Obstacles?

**A**

Parts unavailable, COVID issues with shipping, Less customers coming in to store than before.

Potential Solutions?

**A**

Keep relevant parts on hand at all times, Use our relationships with other Dealers/sister store to have access to their parts when we need them, online purchasing and shipping direct to customer.

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

**S M R T**

By enhancing our parts sales to \$12,000 we will increase our bottom line by \$2,667.

**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**

We will use what we learned to get to this point and continue to improve and make changes so we can adapt and grow our Department each month.