

## 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**

Increase the sales volume with our current wholesale customers. We want to do a better job actually "selling" parts not just filling orders. We will track this in the DMS by total sales volume. I would like to see an increase of \$10,000/month in addition to our current efforts.

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**

We will continue to use our same vision to provide the very best service possible. The benefit of more sales volume will hopefully end up will the result of more profit. We will also have more market penetration. The consequence may be the time and effort this is going to take to accomplish may mean we need to hire additional support. This then means we have to justify that wage with enough production to prove the increase. Just as any other department, to really grow sometimes you have to take the chance of expansion to see if the potential profit is there.

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 RESOURCES?	WHO IS ACCOUNTABLE?	EXPECTED RESULT?	EXPECTED COMPLETION DATE?	ACTUAL COMPLETION DATE?	CHECK OFF
Employee Bonus	Payroll	Parts employee	Bonuses paid	Monthly		<input type="checkbox"/>
Customer bonus program	Reward system	Parts	Retention			<input type="checkbox"/>
Parts sales to existing	Parts stock	Parts	Uplift			<input type="checkbox"/>
New hires	Office	Management	More production			<input type="checkbox"/>
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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**

We will track in the DMS and the Financial Statement. We will check weekly in for the first month and then continue to check on a monthly basis while leaving the weekly responsibility to the parts manager.

Potential Obstacles?

**A**

Lack of effort  
Lack of cooperation with buyers  
No additional help/employment

Potential Solutions?

**A**

Bonus plan to drive sales  
Advantage program for the buyers to drive sales  
Employment campaign to acquire new help

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

**S M R T**

\$10,000 gross / month

**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 to track to ensure the goal is in sight and achieved each month. Keep a bonus program in place to push our parts guys to achieve their goal.