

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

I will Increase w/s parts gross profit by 100% from \$2800 to \$5600 by June 30th, 2021

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

Our whole sale parts dept has been under performing since I bought the store back in Jan 2020. My goal has always been to grow the store in all dept's.

The benefit is more sales, more gross profit, more net profit and the opportunity to expand our business in other sectors as well increasing our presence within our tight knit community

The possible consequences for not achieving our goal are as follows:

The parts dept. would continue to stagnate
 Our gross profit/net profit would fail to yield profits necessary for growth
 Our parts turns could fall below NADA guidelines, which could result in disaster
 If it's not growing it's dying....we could go backwards! we could potentially lose some of our local relationships
 We could lose business relationships with vendors
 It doesn't raise morale or excite anyone if the dept is NOT moving in an upward trajectory

It's important to the store, myself and my team that the above mentioned doesn't happen! It's also vital that our store continues it's upward trend and continues to grow/make its presence known throughout our community.



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
analyze our wholesale accounts and rank	DMS generated reports	Steve flores and Jess Sowers	to have a clear picture of our current portfolio/	01/15/2021		<input type="checkbox"/>
Compile a list of local bodyshops/repair	Google business	Steve Flores	A large list of local businesses	01/22/2021		<input type="checkbox"/>
Contact via phone or email the list of	Alzona Marketing and Steve Flores	Steve Flores	double w/s parts gross profit	06/30/2021		<input type="checkbox"/>
Personally visit prospective businesses	ongoing list	Steve Flores, Darin Glinski, Rocket	growth of 2x	06/30/2021		<input type="checkbox"/>
Offer performance based pay plan to parts	DMS reporting/weekly meetings	Steve Flores and Rocket Gonzalez	instant incremental growth and double	06/30/2021		<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 check our progress through our weekly service meetings as well as utilizing our DMS reporting software.

Potential Obstacles?

A

Covid, local competition, staffing, motivation

Potential Solutions?

A

keep the store "Covid Safe at all times," offer competitive pricing as well as "immediate deliveries," hire a parts driver and continue to support our parts manager

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

S M R T

By doubling our wholesale parts gross profit, we stand to net an additional \$12000 annually. However, I believe we still are way under achieving and will continue to look at his task

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 continue to communicate often through weekly meetings, daily emails and daily interactions. We continue to monitor our success and make it a common goal of all employees to do whatever they can in order to grow our little store within our community