

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**

My goal is to hire two technicians between now January 14th 2021, and March 1st 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

My dealers goal is to see our business grow. By hiring two more technicians, one to perform repair work and warranty wor, the other will focus on more competitive work. The benefits of achieving this goal will be that it will allow us to be able to schedule more work and sell more labor. If we fail to do this we will continue to push business away by our customers going elsewhere because we cannot get to their vehicles in a timely manner. This is important to us because we are here to grow our business and not give it away.

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
Place a Facebook ad	Research what ad formats are more effective. What key words attract certain kind of people.	Felix Hernandez and Mike Evans	3-5 applicants	January 14th start date. March 1st end date. January 22nd, 29th as well as February 5, 12 and 19th will be check
Place an Indeed ad	Give an example of a career path and possibly list it within the ad.	Dana Hubbard	3-5 applicants	January 14th start date. March 1st end date. January 22nd, 29th as well as February 5, 12 and 19th will be check
Get with the tool guy and put him to work for us by keeping an eye out for potential new hires.		Mike Evans and Brian Tew	1-2 applicants	January 22nd start date. February 19th end date. check in with him every other Friday.

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

I will track my progress based on how many applicants we get coming in every week. I will get with Mike our service manager every morning and discuss our progress and see how things are looking. I will monitor our Facebook page and respond and set appointments with every applicant to come in and interview. I will also get with our CFO Dana and see what applicants we may have to schedule interviews with that we may have gotten through Indeed since she monitors that site.

Potential Obstacles?

A

- Lack of qualified applicants.
- Local competitors going after the same applicants.
- Local competitors making higher paying offers than us.
- Poor applicant experience.
- Not properly advertising for the position.
- Not setting clear standards up front.

Potential Solutions?

A

- Expanding our reach outside of our normal area.
- Create and incorporate a detailed career path for our potential applicants.
- Look for career oriented or minded people.
- Determine strengths needed for the positions we are hiring for.
- Actually verify references.

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

S M R T

By adding two more technicians we will be able to take our clock hours available from 960 up to to 1,344. If you take those hours and multiply them by our current ELR it will take our labor sales potential from \$93,378 up to \$130,729. This calculation was made using our Nada actual service analysis formula.

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 ensure that our techs are getting all the training they need and tools to be successful. We have incorporated a technician career path outline showing them how they can continue to grow in knowledge and pay as time goes on with continued education and experience.