

## ACTION PLAN 1

**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?

i will increase my counter sale GP% from 37.5% to 41% by 12/31/21

**BOTTOM LINE: Benefits of Achieving Your Goal**

higher GP% will increase our cash flow and increase more money to the bottom line. more gross without adding expense.

**Consequences of Not Achieving Your Goal**

will have to make adjustments to lower expenses which could result in losing personnel. not growing.

When will you start? 1/7/21

How will you gauge your progress? When? Using which metrics?

will monitor counter sales weekly for the first 90 days then monthly using parts counter sales analysis reports in DMS. have weekly meetings with parts manager and discuss each counter sales associates progress.

What specific actions will you take to achieve your goal? Who can help you?

there are 3 actions that i will address to help make this % increase.

1. install phone scripts for incoming sales calls and train to ask for the sale.
2. install a boutique wall to showcase items for sale which could increase more counter sales.
3. go to selling parts online. this will be the biggest impact overall i believe.

my parts manager will help me to achieve these actions

#### Potential Challenges?

covid  
100% buy in from everybody on the counter  
possible personnel overall

#### Potential Solutions?

starts at the top. ME. i need to show  
constant involvement and interest in the  
dept.