

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 go from 0 fully accessorized Acura's on my showroom floor to 4 fully accessorized Acura's vehicles by 01/31/2021

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 vision is to have a parts department that increases in sales, gross profit and customer exposure on a monthly basis. The benefits of achieving this goal are more gross profit, better morale, happier customers, increased sales/finance gross profit (financing more money) as well as developing a healthy team oriented atmosphere for all departments. If we don't grow...we stagnate. If we are not growing...we are dying! As the dealer, this goal is relevant in making profit, building employee morale, embracing a team atmosphere as well as potential growth within our community. (Which has always been my 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

The service manager, parts manager and myself. The vehicles will be on the showroom floor. I'll see them until they sell and when they do sell, another one will be put in its place. We will have 4 different models fully accessorized at all times.

Potential Obstacles?

A

hang up in parts due to covid 19

Potential Solutions?

A

We will patiently wait if needed

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

S M R T

a 25% increase in parts acces gross would roughly equate to an additional \$9000 a month in gross profit.

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

Considering my office is in the showroom, I will make sure that my GSM, my service manager, my parts manager as well as my sales people continue to keep our showroom looking bright, festive and welcoming! Since gross profit should climb, everyone reaps the benefits.