NADA ACADEMY

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

Increase from 3 technicians to 5 technicians. Increase total labor sales. Target the 100% labor sales potential to start and more to 125% once achieved. This is going to be a 6 month goal to provide time for training of the new hires.

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

Yes, provide an easy experience for the customer in a timely manner. If we can add 2 more technicians we will increase clock hours and better utilize our facility potential. We are going to hire one low cost oil and lube tech and one mid level tech to do state inspections, hang parts, do recalls and some of the warranty jobs. If we can not hire the additional techs we will continue to have our highest paid techs doing competitive work and not make the profit the we should. This is important to us as we would like to grow the service department and if we do not have the correct tech lineup we are going to continue to miss out on the busy times and keep passing on additional profits.

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
Employment Add	Radio, Billboard, Facebook, Online	Service Manager	Hire 2 technicians	
Training for new hire	Master tech, Manuf. resources, step by step plan	Service Manager, Master Tech	Bring new hires up to speed	1st year of hire
Daily huddles	Entire service team	Service manager to organize and hold accountable	Provide direction and put everyone on the same page	Indefinately
Week progress checks	Service manager and the new hire to meet	Service manager	To observe the progress of the new hire and correct direction, also to get any feedback from the new hire	

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

We will track the progress via Service Smarts and daily reports from the DMS

Potential Obstacles?

A

New hire does not have the experience as expected
New hire not having state inspection license
Master tech that should be shadowing is not a good fit
New hire does not pick up on training

Potential Solutions?

A

Ask the correct questions in the interview
Make sure that the new hire gets inspection license before they start
Meet and greet with the service team before the new hire starts
Create learning path and check up daily on progress

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

S M R T

We will increase labor sales potential @ 100% from $46,996 to $78,327

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 with daily huddles of the entire service team, make sure that the service advisors are dispatching the correct work to the technicians pay level and experience level, maybe even a monthly review for each technician with the service manager to track their progress and to create accountablility