ACTION PLAN 1

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What is your goal? What do you want to achieve? From what metric? To what metric? By what date?

This year we haven't hit our goal of 250k from our service department. Starting in May I want to make changes that hopefully will help us reach our goal by June 30, 2021. I will hire one service advisor that will assist the other service advisors by just selling services.

BOTTOM LINE: Benefits of Achieving Your Goal

-Increse in hours worked by technicians
-Better survey scores with the client working with 2 advisors to make sure their needs are met
-Being able to book more appts with 2 people working with one client
-Selling more services will help the Parts Department sale more parts
-Run a special on routine services will help get more clientel in the door, also create relationships for future sales.

Consequences of Not Achieving Your Goal

-Losing employees by not getting enough technician hours
-Spending money advertising and losing work
-Losing clientele
-Losing future sales
-Not being able to book as many appts because of being short handed.

When will you start? May 1, 2021

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

At the end of May I will look at where the numbers are and where we need to push harder.

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

Morning meeting about the numbers we're running and survey scores to show what we need to work on. All deparments will help. Sales Department by pushing accessory sales. Parts Department by making sure we are stocked. Accounting Department by helping answer phone calls right away to make sure clients are gettign appointments set in a timely manner.

Potential Challenges?

Service advisors getting too busy to handle clintele in a timely manner and upsetting them

Potential Solutions?

Getting all the depatments involved in working as a team to help the service department reach their goals so the whole dealership can gain clientele.