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## 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**

Increase Counter wholesale 25%  
Over the next 3 months.

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**

Our Parts manager has been in this position 4 months. He was previously on our sales floor. He is young & a go-getter. Now that he understands our computer/ordering system he is ready increase volume, he has already been on the phone w/ area shops. I believe that is our low hanging fruit that we can capture. Currently, many of these shops are using a dealer 50 miles away. We have & will continue to brainstorm ideas of capturing some or all of that business. Prior Parts manager was lazy & only took the business that came in.  
We have much room for improvement!

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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**

We will track middle + end of month. We currently average \$3100/month. Goal w/ be to get to \$4,000/month by August.

Potential Obstacles?

**A**

Currently no delivery driver.  
Part Availability

Potential Solutions?

**A**

USE RESOURCES LIKE DETAILER TO DELIVER PARTS  
-Stock some of the high demand parts

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

**S M R T**

More money!! KEEPING THE MONEY SPENT LOCALLY INSTEAD OF GOING OUT OF TOWN.

**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**

I meet w/ him every Friday from 7:30 - 8:00 AM. WE WILL BE DISCUSSING THIS WEEKLY. THIS FIRST GOAL WILL BE JUST THE start !!