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

I will increase the Service absorption from 30.63% to 50% by August 1, 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

In order for us to have the ability to support our employees and our community we need to be profitable.

If we are able to accomplish this it will reduce the pressure currently in both Sales and Service to produce net profit.

If we do not accomplish this we will be forced to find the right people to change the current trend.

This goal is important to me because I am responsible for the store being profitable and i want my employees to succeed.

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
Offer financing options for repair work	Sign up with Sunbit	Tony Michlig Greg Yerges	$ 10,000 increase in labor sales	06/01/2021 08/01/2021 07/01/2021
Warranty uplift	We hired Dynatron	Greg Yerges	Move Warranty to door rate.	05/12/2021 06/12/2021 08/18/2021
Lower Dealership expenses	Financial Statement	Tony Michlig Greg Yerges	Reduce expenses by 10%	05/12/2021 06/01/2021 07/01/2021

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 progress by using Sunbits tracking software, Dynatrons reporting and the financial statement. Results will be reviewed weekly at Service Managers meeting.

Potential Obstacles?

A

Push back from Advisors on using the Sunbit program.

Working through contracts and other expenses to lower our operating expenses

Potential Solutions?

A

Make using Sunbit 100% maditory

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

S M R T

I fully expect to gain $50,000 in net profit by implementing the above action plan.

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

We will maintain the changes we have made by managing the process daily and making it part of our daily routine.