

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 my gross profits in Service, Bodyshop and Parts in total to get from 49% fixed absorption to NADA guide which is 60% by September 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

Our dealer's goal is very evident when it comes to being profitable. We are always receiving reports on gross profit in all of our departments because the dealership has to be profitable in order for it to be a success. The benefits would mean bigger paychecks for our staff and happy dealer principal as well as morale booster for the staff. When employees are happier it reflects in their work and they are happy to go the extra mile for our customers. Some consequences would be a frustrated management staff that may or may not coach to the fixes but more likely come down on the team at times which could lead to conflict and disagreement in the workplace. This goal is extremely important to me because there is no room for mediocrity and definitely no room for missed targets because of lack of effort. All department heads need to come together to make this a reality.

FIXED OPERATIONS 2 – SERVICE

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
SERVICE UPSELL, TRAINING AND FOLLOW UP WITH PROCESS	DMS	ALL ADVISORS, EXPRESS MGR, SHOP FOREMAN AND SERVICE MGR	UTILIZE ONLINE TRAINING, INCREASE IN WRITES WITH HIGHER G.P	ASAP, END OF AUGUST END DATE, CHECKING IN WITH PROCESS BI WEEKLY BASIS
PARTS UPSELL, TRAINING AND FOLLOW UP PROCESS	DMS	ALL PARTS COUNTER PEOPLE WHO CAN ORDER, PARTS ASST MGR & MGR. HIMSELF	MORE TRAINING, LEARNING HOW TO TRANSITION CALLS TO APPTS FOR SERVICE TO UPSELL THEM OR	ASAP, END OF AUGUST END DATE, CHECKING IN WEEKLY AND ROLE PLAYING TO ENSURE THEY
BODYSHOP MARKETING, FOLLOW UP PROCESS AND USED CAR JOBS	GOOGLE DOC, DMS FI STATEMENT	BODYSHOP MGR AND WORKERS. USED CAR MGR, RECON SRV MGR	BETTER MARKETING OF OUR SHOP, WORKING WITH ADVERTISING TO EXPAND HOURS	ASAP, END OF AUGUST CHECKING IN WEEKLY WITH HOW MANY CONSUMER

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 use our DMS mostly for tracking Service and Parts observing where we are with weekly reports. Bodyshop will also be DMS but we will setup a google doc that will show every job that gets handled in the bodyshop and gross profit must be listed along with parts and labor costs.

Potential Obstacles?

A

Service and parts reluctance to buy in
Bodyshop feeling added pressure from mgmt to do more than they already do

Potential Solutions?

A

Payplan adjustment or even spiffs, competitions and contests to see who can perform the highest
Our staff will be recognized in special ways (besides money) we can always ask what they would like to get from this should we reach our goal and brainstorm a unanimous reward for the dept.

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

S M R T

If we increase gross profits in Service by at least \$50K, Parts by another \$50K and Body shop by \$60K we will reach our goal of being at NADA guide.

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

It is all in the hands of the GM and the department heads of every single department. We must remember Leadership is an adjective NOT a noun. If we continue to inspect what we expect there will be no reverting back to the old ways because all the extra cash in everyones pockets especially those who buy in and go the extra mile will be something they will always want to see. Accountability has to be there as well because if we accept mediocrity and bad behaviors we will accept it and it will be perceived as acceptable when it 1000% is