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."*

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I want to increase our quick lube sales from an average of $22k per pay period to $27k per pay period by the end of 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?

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Benefits/Support
- increased sales and increased profit for dealership

- increased labor hours for technicians

- increased sales for quick lube advisor

Consequences
- opportunity cost

- lower gross profit and net profit

- lower pay for our advisors and technicians

This goal is important because it will lead to future sold service work if we can build a worthy and trusty relationship with our customers. It is important to increase # of line items on the RO when the customers are coming in for oil changes, we should be trying to add additional services and CREATE VALUE!!!

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
- have quick lube technicians perform an MPVI on every vehicle within the first 15-20 minutes,	Quick Lube Techs	Quick Lube Advisor and service manager	all vehicles get an MPVI that can be leveraged for selling	6/1/2021 - 12/31/2021
- quick lube advisor must present the MPVI to every customer. Sell the red, up-sell the	Quick Lube Advisor	Quick Lube Advisor	CREATING VALUE with the customer, adding value by providing a service	6/1/2021 - 12/31/2021
- every vehicle in for quick lube center needs an alignment check from our Hunter drive through	Quick Lube Advisor	Quick Lube Advisor	Alignment sales skyrocketing. The more opportunities, the more conversion. Need to	6/1/2021 - 12/31/2021
- need to focus on brakes, batteries, blades, bulbs, air filters, tires, and alignments as they	Quick Lube Advisor	Quick Lube Advisor	Power 6 sales increase. If we sell tires to somebody, they are very likely to get the rest of	6/1/2021 - 12/31/2021
- create a pacing document that is updated daily that shows current progress and dollars	Drew	Drew	A document that the service advisors, the service manager, and senior leadership can	6/1/2021 - 12/31/2021
- service manager needs to stay on top of this process and coach the techs and advisors	Quick Lube Advisor	Quick Lube Advisor	increased sales, clear goals, and clear expectations	6/1/2021 - 12/31/2021

SERVICE OPERATIONS HOMEWORK – ACTION PLAN

How will you track your progress? Where will you find the information? How often will you check in?

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- review performance on a pay period basis to understand how we performed

- review sales on a daily basis to determine pacing of current period

- identify which products we are selling that make up our sales mix and determine areas for improvement

Potential Obstacles?

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- CHANGE!! - we have had a tough time getting advisor on board

- need the advisor to offer alignments... EVERY TIME!!

- need the MPVI done in a timely manner so we can use it for sales purposes

- doing the MPVI correct has slowed down our process

Potential Solutions?

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- strict enforcement of process - have to be tough and stick to it

- need to be stronger on the sales aspect and get more comfortable with pricing - REPETITION!!

- techs need to get faster with MPVI with repetition

- set customer expectations up front that this appointment will take 1:15

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

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Increased sales of $10k a month which also affects GP and absorption.

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.

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This must be monitored from top down senior leadership so our staff understands how important it is to us.