

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 want to increase my service gross profit by \$20,000 dollars per month beginning July 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

The goal we have set forward is just one-third of ~~the~~ ^{the} dealership's vision. Our dealership wants to grow profit in all three phases of the dealership; Sales, service and finance. The benefit of me achieving our goal is to erase one of these areas. The consequence of not achieving this goal would be to burden one of the other two phases with picking up the slack. The goal is important for me & the dealership to reach our financial and profitability levels we set to achieve.

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
increase ASM C/P labor sales to \$50,000/ASM per month.	- that right ASM's - right amount of technicians - right amount of support staff - more cars.	ASM's service manager shop foreman	to reach our goal. measure sales goals/day. measure monthly.	Beginning day of each month. check + track daily. hold accountable end of each month.
Increase CSI to help increase retention.	- training processes - proper processes in place - proper staffing	- ASM's - all support staff - service mgr.	Increase in overall CSI for department	- Beg. day of every month. - check + track daily.
increase overall car count into service drive	- advertising - research - BDC	- Service manager - BDC staffing	Increase in car count. Make sure targeting right areas to be able to handle call volume.	Start - immediately - monitor monthly Increase expected.

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

Progress on all items will be checked daily. All the info can be found by running the proper reports. These reports can be found thru the DCS system and run to whatever dates needed.

Potential Obstacles?



- parts not available / back-order.
- illness of sickness to ASM's.
- lack of follow thru

Potential Solutions?



- forecasting upcoming advertising specials to prepare for increased volume.
- have process in place for follow up / tracking
- hold all departments accountable

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

S M R T

We have increased gross profit \$ 20,000 per month. The ultimate goal has increased gross by \$ 240,000 per year.

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

The biggest way to not fall back into old habits is to have daily processes in place. make those accountable for each to update and track on a daily basis. Having meetings weekly to address any potential problems.