

Fixed Operations SMART Goal and Action Plan

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SMART Goal:

To build a matrix with important factors to measure how vital each of our customers are to our wholesale department's success and then make a plan to reward those who are valuable and get rid of those that are detrimental. This needs to be completed by the end of 2021.

Action Plan:

Our parts department is very shorthanded and we seem to be only picking the low hanging fruit lately. By digging deep into our customer database and ranking them we can really find out who is worth to keep a relationship with. We will use similar factors to the case study in class: MTD Sales, MTY GP%, MTD Return and also YTD metrics.