

## ACTION PLAN 1

**S** Specific    **M** Measurable    **A** Achievable    **R** Relevant    **T** Time bound

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What is your goal? What do you want to achieve? From what metric? To what metric? By what date?

Our goal is to increase gross profit percentage at the retail counter to 36% overall for the month of May.

**BOTTOM LINE: Benefits of Achieving Your Goal**

Immediate increased profit for the parts department from the sales we already have.  
Establishing habits for continued growth.

**Consequences of Not Achieving Your Goal**

Missed opportunities for more profit on existing sales.

When will you start? **ASAP**

How will you gauge your progress? When? Using which metrics?

We will use daily sales reports to track each retail counterman's individual sales performance, specifically gross profit percentage and gross profit dollars.

What specific actions will you take to achieve your goal? Who can help you?

Each salesperson will review their daily sales reports with the parts manager in order to identify sales in which part prices were discounted and determine why.

During weekly retail meetings we will share examples of success and opportunity for each employee.

For the month of a May bonuses will be offered for the salesperson with the highest gross profit and highest gross profit percentage.

#### Potential Challenges?

Breaking the habit of "friendly/familiar" discounts

Shade tree mechanics patronizing the retail counter

Employee discount sales

#### Potential Solutions?

Limiting counterman ability to adjust pricing

Directing potential wholesale sales to the appropriate counter