

Goal:

Increasing Internal Parts Gross % from 34.93% to our dealer composite average of 40.39%

S

specific

What specifically am I trying to achieve?

Increasing the internal parts gross from our current percentage of 34.94% to 40.35%, we are behind on that from the looks of our dealer group. Pg54, Line3

M

measurable

How will I measure success?

I will be measuring the success of this goal through our dealer group composite book every month Page 54 Line 3

A

attainable

What steps do I need to take to attain the goal?

Two main steps we will be taking for this goal is, reconditioning all used cars with GM Parts, and Accessorizing all used vehicles with GM products.

R

relevant

Is this relevant for my long-term objectives? Is this the right time?

Due to low new vehicle inventory, everyone is currently adapting/struggling with. Used Vehicles are currently the larger market available for variable.

T

time-bound

What is the time frame for the goal?

The time frame for this goal will be starting Q1 of the 2022 year, increasing internal sales gross will do nothing but increase the bottom line for the parts department.