

PARTS HOMEWORK – 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."

S M T

My GOAL is to raise our First Time Fill Rate. (FTFR)
 I would like to increase from approx: 40% to 75% in the next 6 mos.
 NADA FTFR is 90%.

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

This will align w/our dealership on making more profit for the Parts Dept.
 Benefits are better Customer Retention, fewer lost sales, & higher morale.
 Higher profits, higher productivity, lower parts cost because we're not calling other dealers for part.
 Faster reconditioning. Overall that's more money for Parts & Service Dept.
 Consequences if we don't fill the FTFR. Loss of BUSINESS! Loss of Profit, Customer retention goes down. Loss of motivation by TEAM!
 Our GOAL is very important for store morale & to keep motivated!

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

S M A T

A really good way to track progress is writing down a list of 50 clients & track how successful we are filling FTFR. This way we will have enough data on what we need. We should track this on a weekly basis.

Potential Obstacles?

A

Not being able to fill if you're not ordering the correct inventory.
Keeping up tracking on a regular basis.

Potential Solutions?

A

Tracking FTFR will allow you to make better decisions on ordering certain parts.
Tracking FTFR will also allow you to make adjustments in our inventory needs.

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

S M R T

The financial impact is huge. By being able to have an increase on FTFR. It creates MORE BUSINESS, MONEY, LOYALTY, & much happier staff.

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 A

First of all, staying on track on what improved your process. Tracking is a huge key. Being informed on daily processes to keep the success of the dept going.

Parts Manager Conversation

1. My Parts manager went to NADA Fixed Ops for Parts. Plus VW Parts training
2. NO - They have a goal for the Dept. Team has a board to stay on track.
3. We tried it but ^{didn't} stay on track. We are implementing a system now on DMS. Plus, we're using manual logs on FTFR
4. Approx 70% comes from inside RO/Internal/Warranty
30% outside Retail & Wholesale.
5. Parts staff only has limited access. Screen control. Manager have full access.
6. Only Asst & Parts Manager
7. We're at MATRIX. General Manager established pricing
8. Yes we're full RETAIL REIMBURSEMENT.
9. Yes Parts & Service w/ok w/office manager. on a monthly basis for W.I.P documents
10. Financial Statement is done on a monthly basis w/ Parts Manager
11. Our pricing strategy is done daily.
12. Web page is looked on a monthly basis. Coupons go out every month, hours are looked over monthly
13. Yes we have parts online store. We receive email notification. One of our parts counter personal is in charge.
14. We have quarterly training through VW
15. Yes we have a QR Code for Parts.
16. Parts counter presenting more accessories.
17. Yes we do on a monthly basis
18. Approx \$2,500. per Salesperson
19. They ensure parts are available.
1/1 that sales are being tracked through CNK

21. Calling the client to schedule appt to install.
22. Warranty parts & Body shop returns. Approx - \$120-130K on VW.
23. Phase in is 9-12 mos. Phase out is 9 mos w/ factory guidelines
24. My asst. manager is currently @ a 7. Still learning system
25. By adding one more person to our Parts Dept. This will allow more time to complete tasks.