ACTION PLAN 1

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?

I will increase the number of Video MPI/Media from current 99 messages sent on average monthly (1700 CP + WAR) to 5.9% of our CP and WAR counts to 30% (500 clients) by E.O.M. January 31, 2021 and to 60% by E.O.M. March.

BOTTOM LINE: Benefits of Achieving Your Goal

Increased hours of production.
Additional Parts and labor sales.
Better income for all parties involved.
Advisors, Techs, Parts Consultants, Managers and store.
Additional parts and labor sales per ro were on average $289 higher than than clients who had not recievied media.

Consequences of Not Achieving Your Goal

Reduced sales,hours, production, income. Moral could be affected by lack of productivity and income. Reduction in labor force. Business growth and development stalled.

When will you start? 12.30.21

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

I will identify progress through the text drive application and advisor performance report daily it will also be added to the advisor daily score card.Which the advisors and managers review daily. The metrics will be based off the % of media shared in relation to the CP and warranty repair orders.

NADA ACADEMY

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

We will begin by having a meeting and discussing where we are currently and what we want to accomplish. We will get feedback from all staff looking for solutions to achieve our goals. We will look for ways to implement and praise thte great ideas the team has provided.

I will remind entire team that this is no longer a goal, however it is an outcome. I will get their commitment to accomplish the outcome and then begin holding managers, technicians and advisors accountable for completion. It will be a bonus incentive for my team if they are exceeding the benchmarks already established. There will be a cash pullbaord for technicians and bonuses in form of compensation for managers and advisors.

We will conduct weekly advisor and shop meetings to praise great performance publicly and get additional buy-in from staff.

We will post daily performace metrics so all staff can review our progress.

Potential Challenges?	Potential Solutions?
If shop is too busy it becomes increasingly difficult to video every vehicle.	Have apprentice techs aid in the filming of video MPI's.
Potential for covid related absences and employee sick time that will decrease staff.	Hire a dedicated video film associate.
	Keep people healthy.Reminding them frequently of best practices learned throughout COVID.
	Constantly looking for aditional ways to make it easy for all parties involved.