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

I will better understand the phone performance of my parts counter team.

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

Based on the lack of performance found during a recent mystery shop I am confident there is room to improve phone performance. By not answering a recent call my team did not live up to our brand standards and was not supportive to the community we serve. By improving in the area we will earn an increase in sales and future business. The team should work with a sense of urgency to better address our client's needs.

NADA ACADEMY

What specific actions or steps will you take to accomplish your goal? What will you do differently or improve? For each, be sure to include necessary resources, who is accountable, the measurable result, and dates.

S M A T

SPECIFIC ACTION/ STEP	NECESSARY RESOURCES?	WHO IS ACCOUNTABLE?	EXPECTED RESULT?	EXPECTED COMPLETION DATE?	ACTUAL COMPLETION DATE?	CHECK OFF
Random Calls	none	Matt M	low answer rate	4/30/22		☐
Review performance	none	Matt M	Improved performance	5/30/22		☐
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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

I will keep tabs on calls made and their answering times. I will work with other parties at the dealer to mystery shop and track responses on an excel sheet for later review. I will do these calls weekly in hopes of compiling enough data to improve upon.

Potential Obstacles?

A

My busy work day and the potential vagueness of the interactions. Some calls will be answered and may go well and other may not be answered at all. I will get different reps answering at different times which may make it hard to build a report on findings.

Potential Solutions?

A

Block of a dedicated time frame to make calls and set reminders to get them done. Build out a sheet to work off of in order to have data close at hand and reviewable rather than trying to remember how calls went from the past.

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

S M R T

Hard to quantify at this time but likely a 10% increase in counter sales and future service revenue earned by coming across and competent and concerned about the client's needs.

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