

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

Our Goal Is To Increase Our JLR Accessories Sales From \$598 per Jaguar and \$1150 per Land Rover to \$900 per Jaguar and \$1300 per Land Rover by April 30th, 2022.

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 would align with our Dealer's Vision: "To Provide A Positive Premium Vehicle Experience with Customer Service & Integrity".

- By thoughtfully adding accessories that make a positive impact on our customers lives this goal is very achievable.
- The consequences of this missed opportunity is less gross and the failed opportunity to positively impact the life of our customers through accessories they may not know we offer.
- Additional consequence of falling short of this goal would be to miss our Manufacturer requirements that would minimize our money from the Manufacturer.

Missed opportunities are hard for me to accept when they are so easily achieved and the failure of obtaining them are because we have had it too easy in this market.

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.



| SPECIFIC ACTION/ STEP | NECESSARY RESOURCES? | WHO IS ACCOUNTABLE? | EXPECTED RESULT? | EXPECTED COMPLETION DATE? | ACTUAL COMPLETION DATE? | CHECK OFF |
|------------------------------------|----------------------------|------------------------|--------------------------------------|---------------------------------|-------------------------------|--------------------------|
| Weekly Meeting With NC Director | Incoming Report | Chris | \$1500 Accessories On | Every Monday | Every Monday | <input type="checkbox"/> |
| Order Available Accessories | Accessories Inventory | Domonick & Camelo | Aquisition of Parts | Every Tuesday Order | Every Wed. Arrived | <input type="checkbox"/> |
| Incoming Orders | Allocation Report | Ronnie/Chris | Knowledge of Vehicles Ordered | 2 times a month | By Month End | <input type="checkbox"/> |
| Showroom Disnlavs | Parts Added To Vehicles | Ronnie/Chris | Every Vehicle to Have Accessories | Installed Every Thursday | Every Friday for Weekend | <input type="checkbox"/> |
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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

We will track our progress by through our inventory management system and CDK to show which vehicles have had accessories added and the validating the Adjustment Stickers have been added to the vehicles. This will be reviewed every Friday before the weekend.

Potential Obstacles?

A

- Limited Selection of available accessories.
- Customer who dont see value in accessories

Potential Solutions?

A

- Staying up to speed on incoming Manufacturer accessories and putting orders in early.
- Look at different sources to obtain the accessories we are desiring.
- For customers who dont see value we can explore ordering a vehicle.

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

S M R T

The financial impact would be an additional \$6946 of sales on Jaguar brand per month totaling \$83,352 per year and additional \$5100 of sales on the Land Rover brand per month totaling \$61,200 per year.

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

Reenforcing these positive changes will be done by attaching each persons bonus program to meeting this Accessory goal as a qualifier for month end bonuses.