



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 am going to reduce the counter retail "additional gross profit needed" on my proforma calculations to zero by the end of Q3.

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

Our vision and mission revolves around providing the best automotive value and experience. We maintain the highest standards, attending to the small details and exceeding our customer's expectations. At the end of the day, if we can increase our customer retail sales, that means we are thoroughly catering to the customer. We have what they are needing and they want to do business with us. If we satisfy the customer, we can potentially make more gross, which will in turn encourage associates to work harder. If the amount of additional profit needed continues to rise, it raises the question of if we are doing our jobs correctly, or to the best of our abilities. There is a potential we won't hit our projected goals on the daily doc, which brings down morale. Since most people in our company are on an incentive plan, it has been expressed that "the more money Buckeye makes, the more money you make."

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



I will track this progress through the proforma calculations given in class. I will do this each month through the end of Q3. I am the assistant controller, so I will have access to the parts department financials and the end of each month. My parts manager has been very helpful and involved through the beginning of this class, so I will be checking in with him periodically. With these check in's, I will bring the FS information with me and will ask if his department is utilizing all tools necessary to reach our goal.

Potential Obstacles?



- 1] I am only a student, so no one "needs" to listen to my ideas
- 2] Not all parts associates have a pay plan structured around gross
- 3] Associate turnover/ lack of personnel

Potential Solutions?



- 1] Prove to them the benefit of having the additional gross.
- 2] Re-structure pay plans to include gross as more incentive
- 3] Hire another associate? Parts mgr has discussed this within the past 2 months

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



Specifically in counter retail we will have, at minimum, \$6,500 additional gross dollars on the bottom line for our parts department.

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.





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.

SPECIFIC ACTION/STEP	NECESSARY RESOURCES?	WHO IS ACCOUNTABLE?	EXPECTED RESULT?	EXPECTED COMPLETION DATE?	ACTUAL COMPLETION DATE?	CHECK OFF
1) Group meeting	• current profорма #s	• myself, customer parts staff	• Educated on current status • Plan to reduce gross needed • How do others handle calls & their customers	• 5/15/22		<input type="checkbox"/>
2) Mystery Shop	• phone & list of competing dealers	• parts counter		• No later than 6/1/22		<input type="checkbox"/>
3) Improve the sale	• Handout of tips & tricks for a customer phone call	• myself • parts assoc.	• Improve communication skills & manage customer needs more efficiently	• 5/15/22 for handout		<input type="checkbox"/>
4) Update profорма	• FS & parts calculation spreadsheet	• myself	• Track status of good	• No later than 10 days after EOM when FS is complete		<input type="checkbox"/>
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