NADA ACADEMY

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

Wholesale expansion phase one: get every wholesale customer in our own back yard. Focus on body and IRF within 20 mile radius. potentally 25% increase in our area. We want to earn continued, loyal business from body shops and IRFs in our own area by giving them superior service. Success will be measured by overall wholesale sales/gross growth compared to Forecast, MOM, YOY. PSX reports and other internal reporting done by our Wholesale Analysts to verify areas of opportunity.

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 dealer vision is to be the best at what we do, and have the best CSI to prove it. Starting in our own community we need to build our reputation as the best. We will do this by earning wholesale business through excellent customer service. (the right part, the right time, all the time,, etc).

We will be training our parts driver as an OSR to check in on existing and market to new customers in our area.

Benefits: increased Wholesale gross, opportunity to expand department pmi as we grow.

Consequences: lost opportunity, gross.

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.

SPECIFIC ACTION/ STEP	NECESSARY RESOURCES?	WHO IS ACCOUNTABLE?	EXPECTED RESULT?	EXPECTED COMPLETION DATE?	ACTUAL COMPLETION DATE?	CHECK OFF
osr training-pete	kyle/vendors	walt	pete=osr	6/15		☐
weekly osr-new	pete+flyers	pete	increased ws	weekly/tues		☐
monthly chekup	walt+phone	walt	get feedback	Monthly		☐
declining sales	psx	walt	follow up	monthly		☐
conquest all	all above	all	be the best	ongoing		☐
						☐
						☐
						☐
						☐
						☐
						☐
						☐
						☐
						☐
						☐

PARTS HOMEWORK – ACTION PLAN

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

S M A T

tracking YOY, MOM, and forecast Wholesale numbers we will be looking for continued growth in all areas. We will continue to check in with local shops buying elsewhere and ask questions to help get them involved with buying from us. We continue to grow our inventory to support wholesale.

Potential Obstacles?

A

space, time, staff, delivery vehicles all are issues.

Potential Solutions?

A

managing time, space, staff and vehicles smartly will be important.

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

S M R T

More wholesale dollars, approx 25% growth with same team and route.

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

Keep up on the process. keep up great service and OSR visits to existing customers. Create a personal connection with key people at all the shops you do business with. Give them the best service you promised to them.