

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

We want to sell more accessories in 90 days

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 vision is to bring all departments together in the growth of accessory sales We will get sales and service more involved in the process.
 The benefits are increased sales and profitability
 The consequences if it doesnt work will be aged inventory and frozen capital.
 This goal is important because it adds extra revenue and profit to the bottom line.

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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 ADD AN ACCESSORRIES LINE TO OUR DAILY DOC AND TRACK DAILY FOR ANY LOST OPPORTUNITIES

Potential Obstacles?

A

SALES PEOPLE NOT BEING ABLE TO UPSELL GIVING AWAY FOR FREE

Potential Solutions?

A

PROPER SALES PERSONAL TRAINING AND SETUP A SYSTEM WHEN ACCESSORRIES SHOULD BE OFFERED.

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

S M R T

LOOKING TO DO \$10000 A MONTH IN SALES.

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

GO OVER ACCESSORRIES IN OUR SATURDAY MORNING MEETINGS AND ADDRESS ANY ISSUES IF ANY AND GO OVER SALES NUMBERS. WE WILL MAKE SURE THAT ACCESSORRIES ARE READILY AVAILABLE FOR SOLD UNITS