

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 add an accessories package section to our parts and quicklane tab on our website by September 1st.

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

The benefits of this goal include:
Increased customer awareness
Increased sales
Higher market share

The consequences of not achieving this goal include:
Stagnant accessories department
Decreased market share
Higher dependence on internal sales to our sales department

This goal is important to me because I am directly involved in the financial success of our quick lanes. After examining the financial information, I can see that we have frozen capital in our accessory inventory and a decreased cash flow. By advertising to our customer where they prefer to shop (online), we are one step closer to solving those issues.

NADA PARTS ACTION PLAN STEPS

1. DISCUSSION WITH QL AND PARTS MANAGER
 - a. RESOURCES: FINANCIAL INFO AND NOTES FROM NADA PARTS CLASS
 - b. COMPLETION DATE: 7/25/2022
 - c. RESULT: AGREEMENT TO ADVERTISE ONLINE, MANAGER "MUST HAVES" FOR WEBSITE INFORMATION
2. DISCUSSION WITH MARKETING COORDINATOR
 - a. RESOURCES: PARTS AND QL MGR REQUIREMENTS OF WEBSITE INFORMATION
 - b. COMPLETION DATE: 7/27/2022
 - c. EXPECTED RESULT: ANSWERS ON HOW TO UPDATE WEBSITE, TIMELINE OF PROJECT, WHAT INFORMATION IS NEEDED
3. CREATE PACKAGES AND PRICING
 - a. RESOURCES: CURRENT ACCESSORY PRICING BINDER
 - b. COMPLETION DATE: 8/15/2022
 - c. EXPECTED RESULTS: 5 PACKAGES AND ESTIMATES TO ADVERTISE ON WEBSITE
4. ADD INFO TO WESBTIE
 - a. RESOURCES: 5 PACKAGES WITH ESTIMATES
 - b. COMPLETION DATE: 8/30
 - c. EXPECTED RESULTS: PACKAGES WITH PHOTOS AND ESTIMATES ADDED TO WEBSITE

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

S M T

I will track my progress on an excel doc with dates and information on next steps. The information will be found a shared google sheet with the parts, quick lane and marketing manager. I will check in once a week on this project.

Potential Obstacles?



Resistance from parts manager
 Overflow of data
 Difficultly creating pricing estimates
 Technology issues

Potential Solutions?



Show added benefits and online sale statistics
 Narrow down accessory information to 5 most common purchased items
 Discuss with quick lane manager what the current process is and how we can move that online
 Seek help from our tech support staff as well as the website support

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

S M R T

We hope to see a 20% increase of online accessory sales monthly by the end of the 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

The parts and accessory manager will be responsible for updating the website content every 6 months. They will report on the results during each monthly KPI session with the other department managers.