

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

Increase accessory sales by 20% within 90 days, from 9-11 to 12-11.

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

Supports our vision by expanding options for our customers and providing them with a better experience.

Benefits - Increase revenue + profit for parts.
 Ability to customize vehicles for sales.

Consequences - No additional growth for parts department.
 Not providing options for customers, which then forces them to go aftermarket or to competitors.

Important to me b/c it allows us to reach an audience we are under performing with & gives our clients options with their new or used purchase.

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
Create fuller display	Accessories Display	Parts Manager	Additional sales	9/9/22	9/9/22	<input type="checkbox"/>
Accessorize showroom vehicle	Vehicle + Accessories	GSM	Provides better visual	9/9/22		<input type="checkbox"/>
More ads on marketing campaigns	Marketing Materials	Parts Manager Marketing Director	Additional sales	9/16/22		<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 T

Track the results using our DMS, by monitoring and tracking accessory sales. I will be checking the results twice per month.

Potential Obstacles?

A

Push back from sales department.

Push back from parts counter personal.

Potential Solutions?

A

Spiff sales staff to create additional incentive.

Additional incentives for parts personal to create excitement.
Ex: Spiff, contest.

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

S M R T

Averaging \$5,000 per month in sales. A 20% increase would generate an additional \$1,000 per month.

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

Revisit what steps we took to accomplish this goal and shoot for a more aggressive goal to achieve in 2023.