



## 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 increase parts dept sales by 15% YoY for November & December this year.

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

By increasing our parts sales we can make more money and give back greater dollar amounts to our community partners. If we do not increase sales I will have to find new counter people, which would cost money and hurt the current employees. This goal is important because I want to make more money and see our parts dept thrive.



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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**

I will track using the financial statement and check each Monday.

Potential Obstacles?

**A**

Old habits  
Vaccations  
cost objections  
Part availability

Potential Solutions?

**A**

Sales training  
Good scheduling  
Word track lessons  
Creativity in ordering

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

**S M R T**

$10\% \rightarrow 5\% = + \text{m} \$5,000 \text{ net profit per month}$

**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**

I will review weekly with the parts manager, Claude Freeman.