

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**

By the end 2022 I would like to increase my wholesale parts department overall gross margin from its YTD number of 14.8% to 17%.

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 goal aligns with my dealers goal of increasing our are total amount of gross profit which should then raise our bottom line.

Benefits of achieving htis goal will bring in an additional \$264,000 in gross.

If I do not achieve this goal I will not only let myself down but I will let down the dealer principal. As well by not achieving this I will leave a possible \$264,000 in additional payable gross to the dealership.

I have personally working on this all year before class started and is a goal I have set for myself to achieve.

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
Monitor Accounts	Management	Management and Advisors	Lower Returns	ASAP	ASAP	<input checked="" type="checkbox"/>
Restocking Fee	Management	Management	Higher Bottom Line	ASAP	Ongoing	<input checked="" type="checkbox"/>
Collision Link Sian LJP	Outside Sales Rep	Management/Rep	Higher Gross	ASAP	Ongoing	<input checked="" type="checkbox"/>
Contact cust. for higher margin	Management	Management	Higher Gross	ASAP	Ongoing	<input checked="" type="checkbox"/>
Margin of 17%	Everyone	Management	Higher Gross	12/31/22	12/31/22	<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 A T

Every month I will be able to look at my Ford financial statement on page 5 line 4 to see how we are doing on a month to month basis. I can also track daily through CDK's Employee Productivity Report to ensure that we are pacing to hit my goal.

Potential Obstacles?

A

Customers can get quite angry regarding returns as it usually becomes a he said she said conversation. This can result in loss of customers from time to time. Ensuring that management confronts and notices every disgruntled customer is important to retaining the customers we have worked hard to retain. Regarding collision link, it may sound easy getting someone to sign up for a free program

Potential Solutions?

A

We must ensure that management is made aware on any disgruntled or angry customer immediately.

Sending a sales rep or manager out to these tech adverse body shops could make it easier for them to sign up for collision link.

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

S M R T

\$264,000

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

Management has the ability to track employee productivity daily and needs to ensure that they stay on top of them regarding gross. As well tracking daily returns and ensuring that we hold our customers to strict guidelines will need to be continually monitored.