ACTION PLAN 1

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?

My goal is to get the store to increase overall net profit by 10% year over year - in all departments. Also, I would like to obtain 100% yearly in CSI- sales and service. Last, but not least, remain top 2-3 on sales objectives as far as Chevrolet, Buick & GMC.

BOTTOM LINE: Benefits of Achieving Your Goal

-Store more profitable
-CSI allows us to keep the manufacturer happy which in turn makes it easier to acquire new stores
-Earn more allocation
-Happy Store and Happy Employees
-Personally generate more income

Consequences of Not Achieving Your Goal

-Allocation lessened
-Store is not profitable
-Manufacturer not pleased
-Customers not having an exceptional experience
-Paycheck for everyone goes down

When will you start? January 1, 2023

How will you gauge your progress? When? Using which metrics?

Our store utilizes ReverseRisk, which helps keep track of where we are pacing. For starters, the GM & I put together a yearly Forecast for the store. This forecast will be monitored daily, which in turn will help us hit our monthly objectives. This includes the CSI Scores and daily operation reports.

What specific actions will you take to achieve your goal? Who can help you?

-Will communicate more on the variable side, but also learn & help out Fixed Ops when I can (internals, mail pieces)
-James (GM), Steve (Service Director) will be the ones to help me achieve this goal
-As far as the CSI Goal, I will be putting a process in place for during and after the sale. This will help keep the customers happy, which will then (hopefully) lead to them putting in a good survey.
-Now that we have inventory and a full sales staff

Potential Challenges?

Potential Solutions?