

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**

The Parts Department is not using proper communication with the customer when answering the phone. Starting today I will impliment a process for the Parts Dept when answering the phone until May 30th.

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 will create a better relationship with the customer and the staff. The staff will collect all the customer's data, such as name, address, phone #, email, vin, miles, etc... The customer will feel more valued and the staff will feel more confinded in providing more information and offer other products. By having all the customer information we are going to be able to send them offers and promotion about our products via email, text and mail.

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
RECEIVE THE PHONE CALL	CRM	BDC	NAME AND PHONE	EOD	EOD	<input checked="" type="checkbox"/>
COLLECT INFORMATION	CRM	RETAIL COUNTER	COLLECT ALL DATA	EOD	EOD	<input checked="" type="checkbox"/>
SUPERVISE RETAIL	CRM AND LIST FROM BDC.	PARTS MANAGER	TRACK THAT THE PROCESS	EOD	EOD	<input checked="" type="checkbox"/>
SUPERVISE BDC.	CRM AND LIST FROM BDC.	BDC MANAGER	TRACK THEIR PROCESS	EOD	EOD	<input checked="" 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 phone call will go through BDC before going to Parts. BDC will ask the customer for the customer's first name and phone # in case they get disconnected and then will transfer to Parts. By end of day BDC will have a list of all the calls that were transferred to the parts department and it will be the Parts Dept Manager to go over that list and make sure that the staff collected all the information necessary.

Potential Obstacles?

A

BDC not having the list ready for end of night for the parts department.

The staff is not collecting the correct information.

Potential Solutions?

A

Hold them accountable. Both Parts and BDC manager have to go over every customer that made a phone call.

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

S M R T

This will likely increase the parts employee productivity MTD by at least 5K.

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 have a weekly meeting with both the BDC and Parts Manager about how the process is going where they are going to provide a weekly report.