

## 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."

The goal is to increase the parts department's wholesale gross profit from \$12k and a \$65k sales volume, to \$30k and a ~\$120k sales volume, by September 1st.

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?

Dealership overall profitability needs to improve. We are moving into a complete renovation and expansion investment that requires every department to increase production. Failure to achieve the goal here, can seriously jeopardize the dealership's future plans. Not really an option.

It is also a milestone in the dynamic of the working atmosphere between my team and I. Once more, my ability to mobilize everyone towards an ambitious goal, will be tested.

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
Hire person for deliveries	Human/salaryman	Parts Mgr	Faster delivery	March 31st	March 20th	<input type="checkbox"/>
Parts Van acquisition	\$750/mo	Parts Mgr/GM	Facilitate delivery	March 31st	March 31st	<input type="checkbox"/>
Create additional space	Reorganize 950sft	Parts Mgr/receiver	Higher capacity	March 31st	March 20th	<input type="checkbox"/>
Key accounts	Time/visits/gifts	Parts Mgr/GM	Higher volume	March 31st	March 31st	<input type="checkbox"/>
New pay plans	Higher incentives	Parts Mgr/GM	Higher sales #s	March 31st	March 15th	<input type="checkbox"/>
Training/Coaching	Time	Parts Mgr/GM	Phone skills	March 31 st	March 31st	<input type="checkbox"/>
Identify new customers	Time/Connections	Parts Mgr/GM	Additional Sales	continuous	continuous	<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?

Implementing weekly departmental meetings, tracking our volume separately, for each avenue of parts sales. Focus will be on wholesale. We will discuss every key account: their volume with us, our ability to quickly respond and deliver, how are they paying, how are we making it convenient for them to do business with us, specific actions taken to maintain the relationship.

Potential Obstacles?

Potential Solutions?

- Slower than anticipated adherence to the plan on behalf of my team.
- Slower than anticipated response from our key customers.
- Some delay in finding the right candidate for the expedite delivery process.

- One on one conversations with team members that do not mobilize themselves towards our goal.
- Personally reaching out to some of the main accounts, to verify the dynamic of the business relationship and potentially identifying and eliminating inconveniences for them.
- Promoting from within (valet, car wash)

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

An increase of ~\$15k in gross every month in parts wholesale activity, translates into \$90k over 6 months and \$180k over one year.

**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.

The weekly meetings will provide the accountability needed in tracking the volume in wholesale. We will monitor constantly the relationship with all our customers, in much more personalized manner, asking for feedback. Parts Manager will have a report on efforts made to acquire new customer(s) every month.