



HOMEWORK ACTION PLAN

S SPECIFIC
 M MEASURABLE
 A ACHIEVABLE
 R RELEVANT
 T TIME-BOUND

Name <u>Cody Barber</u>	Class # <u>048</u>
Dealership <u>TAG Truck Center of Jackson, TN</u>	Date <u>5/1/2023</u>

Current Situation or Challenge to be Addressed:	Offering and tracking parts accessories and install labor at the point of sale		
Current Performance Level (include specific measure):	We are currently offering parts accessories and install labor 0% of the time at point of sale		
Goal (what do you want to achieve?):	We would like to offer parts accessories and install labor at the point of sale on all vehicle sales transactions by end of third quarter		
Goal Performance Level (include specific measure)	We would like to offer parts accessories and install labor 100% of the time at the point of sale on all vehicle transactions		
Goal Start Date:	7/1/2023	Goal End Date:	9/30/2023
First Check-in Date:	7/31/2023	Performance Objective:	50%
Second Check-in Date:	8/31/2023	Performance Objective:	75%
Third Check-in Date:	9/30/2023	Performance Objective:	100%
Fourth Check-in Date:	Use Dropdown to enter a date.	Performance Objective:	Click or tap here to enter text.
How does your goal align with the dealers' vision?	This goal of offering and tracking parts accessories and install labor at the point of sale on all vehicle sales transactions aligns and supports our dealer's vision of "A hassle free, value added transaction for every customer, every time" because it provides a more hassle free, value added buying experience by minimizing the amount of things the customer has to do to the vehicle after the sale, saving the customer time and hassle, and being able to finance those items, freeing up the customer's cash flow for other things.		
What are the potential benefits of achieving your goal?	Better customer buying experience with more total dealership participation and involvement. Better cross department involvement and communication that can help lower silos and generate a more "total dealership/one goal" way of thinking. Higher parts and service sales and		

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	GP. Higher F&I income. Higher absorbtion.
What are the potential consequences if you don't achieve your goal?	Complacency, stagnant sales and GP numbers, cubersome process for customers to add parts accessories after the sale, department silos.
Why is the goal important to you?	It does so many good things for our employees, our customers, and the dealership as whole and generates growth for all.
Potential Obstacles	Complecency, lack of will to change or the resistance to change, finance caps, lack of communication, shop throughput, parts availability
Potential Solutions	Better processes, accountability, different pay plans
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	It's hard to put an exact number on it, but you can run a conservative financial impact based on the data you have. We sold roughly 300 retail vehicles last year. We have roughly a 1 to 1 parts to labor ratio with average back counter parts GP at 30% and average service GP at 75%. If we averaged \$1,000 of parts and labor accessories on 50% of the retail vehicles we sold, it would generate \$150,000 of additional revenue. With roughly a 1 to 1 parts to labor ratio, that would be \$75,000 for parts and \$75,000 for service. At roughly 30% back counter parts GP, that would be \$22,500 additional GP for Parts. At roughly 75% labor GP, that would be roughly \$56,250 additional GP for service. That would be a total of \$78,750 additional GP for the dealership per year

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 RESOURCE(S)	ACCOUNTABLE PERSON(S)	EXPECTED RESULT	START, END, & CHECKPOINT DATES
Briefly discuss new process at CMT(Change Management Team) meeting in June.	Time	Change Management Team(Rob, Randy, Kevin, Ethan, Tiffany, Jennifer, myself)	Make the new process a CI event and schedule a Process Mapping event	By June 30th
Iron out the new process, the new	Time	Change Management	Iron out the new process and	By July 13th

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job descriptions, who will be responsible or involved, and the new pay plans.		Team(Rob, Randy, Kevin, Ethan, Tiffanty, Jennifer, myself) and truck sales team(Alex, Chris, Matthew)	implement the plan	
Work with IT and marketing on making menus for accessories and ad on's including install labor options	Time and money for menus	Change Management Team(Rob, Randy, Kevin, Ethan, Tiffany, Jennifer, myself), truck sales team(Alex, Chris, Matthew), IT, and marketing	Have printable and emailable menus put together on accessories and ad on's including labor options	By July 13th
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As you work toward your goal, it's important to have interim check points with specific, measurable objectives so your team can hold themselves accountable. If everyone knows the goal and objectives, you don't have to spend your valuable time micromanaging.

Once you've accomplished your goal, 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.

We can track all parts and labor added to trucks through Proceed and see parts and service sales individualized by salesman in Tableau to keep up with our progress.



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Describe any planning or implementation meetings conducted as part of development of your plan.

We will include parts and service sold at point of sale to performance reviews we have with salesmen

Sponsor Signature: _____