

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

I want to increase my parts/accessories showroom display from 5 parts/accessories to 25 parts/accessories by December 1, 2023.

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

My dealers vision is customer focused and supporting accessory sales with a better display would help accomplish that. The benefits would be better customer retention in both service and parts, as well as increased profit. The consequences of not accomplishing this would be that nothing changes from the way it is today. This goal is important to me because it would help us become a "one stop shop", while reducing the number of customers lost to third party accessory install stores.

PARTS HOMEWORK – ACTION PLAN

How will you track your progress? Where will you find the information? How often will you check in?

S M A T

I will track the progress once the idea is approved from ownership. I will look for increases in counter sales to customers, especially the parts that are highlighted by showroom displays. It will be checked monthly

Potential Obstacles?

A

trouble getting parts from Ford
 Cost of parts
 Dedicated accessory salesperson

Potential Solutions?

A

ask about co op programs with Bronco
 Add parts to stock vehicles after a set amount of shelf time
 spiff counter sales for accessory sales out of the showroom, as well as service advisors and salespeople

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

S M R T

I dont have a perfect answer here, but I would like to imagine gross profit increases enough to justify the investment as well as increasing the profit of the department

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 establish a process with department manager, and General Manager, to monitor the accessory sales on a monthly basis to ensure its a profitable endeavor