

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**

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

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
Collect more info from outside customer	Have phone touch point checklist & training	Parts salespeople and parts manager	More invoices generated			<input type="checkbox"/>
Recommend additional parts on every phone quote	Training and inventory	Parts sales and Parts mgr	Increased counter sales	completion monthly		<input type="checkbox"/>
Recommend additional parts on every RO	Training and inventory	Couter sales and Parts mgr	Increased inside sales	completion monthly		<input type="checkbox"/>
Improve boutique sales	Stock product, have no empty shelves, have prices displayed		Increased boutique sales	7-31-23		<input type="checkbox"/>
Improve online sales	Add multiple url stores and market them		Increased online sales			<input type="checkbox"/>
Raise sales person Accessories quota from \$1500mo to \$2000mo ea	Insignia website (subaru) & inventory	Salespeople, sale Mgr & parts Mgr	Increased Acc sales			<input type="checkbox"/>
Follow up on sold and unsold invoices	invoices and training	Parts Sales and Parts Mgr	Increase Sales	ongoing		<input type="checkbox"/>
Add 5 more wholesale accounts	Add employee's and stock inventory	Parts sales and Parts manager	Increased w/s Sales	7-31-23	12-31-23	<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?



Parts manger will have weekly meetings with parts sales reps to review current sales to objective. I will have weekly meeting with parts manager and review sales of each parts salesperson in addition to over all sales of the department and it'll be tracked through AutoMate.

Potential Obstacles?



Some obstacles may be employee attitudes while trying to implement the new processes.

We may not have enough inventory instock

Salespeople may complain because we are going to change their pay plan

Potential Solutions?



Solution will be to explain the vision of the department and the store

Will will need to purchase more inventory

We will compensate them for selling more accessories

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



The financial impact will be an additional \$758,000 in sales and an additional \$83,000 in net profit

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.



We will reset new benchmarks and goals to continue achieving higher sales. The best way to make sure our staff doesnt fall back to bad habits will be to keep training and hold them responsible for our new processes and goals that are set. We now compensate our parts sales team with a scaled bonus based on % of sales.