ACTION PLAN 1

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?

I want to raise the Gross ROI on CP labor by 8-10%, I intend on doing this by raising the labor rate from $179-$197 and raising key products/services $10, this will be implemented June 1st and results will be shown on the next months statement and daily doc going forward.

BOTTOM LINE: Benefits of Achieving Your Goal

More gross/net profit
Raise for advisors and service manager

Consequences of Not Achieving Your Goal

Department doesnt continue to grow, hurting dealership absorption.

May have to reconsider current pay structures

When will you start? June 1st

How will you gauge your progress? When? Using which metrics?

The daily doc, and monthly statement

What specific actions will you take to achieve your goal? Who can help you?

The specific actions are raising the labor rate essentially 10% and key products and services $10.

Potential Challenges?	Potential Solutions?
Advisors discounting tickets	block them from discounting labor rate