

## ACTION PLAN 1

**S** Specific    **M** Measurable    **A** Achievable    **R** Relevant    **T** Time bound

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What is your goal? What do you want to achieve? From what metric? To what metric? By what date?

- My goal is YTD Service Department Gross Profit return on sales percentage to increase.
- The achievement for this goal is to create more net profit, that translates into higher D page fixed absorption.
- Current metric as of 4/30/2023 was 62%.
- Target metric is to be at 67%.

### BOTTOM LINE: Benefits of Achieving Your Goal

- Benefit of achieving goal is lessening the gap to be in the black. This change will not get us there in just customer pay.
- Produces higher fixed absorption.
- Trends towards NADA guide with still having room for improvement. 9% below guide even at the increase.
- More repair rate repairs which in turn creates more hours for technicians, and creates better morale.

### Consequences of Not Achieving Your Goal

- Continue to not retain our fair share of our sales.
- Makes it more challenging to eat away at the deficit.

When will you start? 06/01/2023

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

We will gauge this progress by tracking daily sales in CDK. Customer pay on Pg. 5, Lines 1,3,7.

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

We currently have adjusted our door rate from \$169.99 to \$189.99.

We have reviewed menu items, and adjusted our maintenance rate to \$120.00 from a current range of \$85-\$100.00.

I have sat down with our Service Manager and discussed this goal and how to obtain this goal. He has also had a meeting with all Service Advisors.

#### Potential Challenges?

Advisors reverting back to their old ways, or incorrectly quoting jobs.

#### Potential Solutions?

- Locking advisors out of changing sale amounts inside CDK.
- Make sure all common op codes are correctly priced.