

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?

To have a parts ordering presence on my website that is easy to use, and increase my retail counter sales by 15-20% immediately, but measured on the 1st of August.

BOTTOM LINE: Benefits of Achieving Your Goal

More gross profit
additional customers

Consequences of Not Achieving Your Goal

wasted advertising money
Used to drive customers
to the website

When will you start? June 30th

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

By sales #'s and gross profit in addition to parts ordered thru our on-line store



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

Changing the ordering process on-line from a submission form to an easy to navigate on-line catalogue w/ pictures that re-directs to our on-line store.

Potential Challenges?

- website issues
- phone skills of counter guys

Potential Solutions?

- training for counter guys
- mystery shops on website