

## 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 will increase my parts counter sales from \$246 to \$2,000 a month by September October 30.

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**

The square footage used for the parts boutique will result in more profit.



## 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**

By looking at the total counter sales and gross profit. By looking at account 494 weekly and the financial statement monthly

Potential Obstacles?

**A**

It is finding the right merchandise to sell.

Potential Solutions?

**A**

Talk with other dealers we have relationships with to find out what hot items they sell that are not specific to their brand.

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

**S M R T**

\$1,754 monthly \$21,048 yearly

**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**

After Oct 30, the counter sales can positively or negatively impact the parts monthly bonus.