

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."

Increase wholesale gross profit from 15% to 17%. Changes to take effect in January 2024.

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?

To become more profitable in our wholesale operation.

Benefits - more profit

Consequences - we continue to watch eroding gross in some part to less OEM price matching. In other parts, low gross and low sales on accounts that don't purchase enough. High returners that need their discount adjusted

To continually get myself and my staff better and more profitable at what we do



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
Address low gross accounts		Parts Manager	Increased gross profit	Start January 2024	Ongoing	<input type="checkbox"/>
Address low sales accounts		Parts Manager	Increased gross profit	Start January 2024	Ongoing	<input type="checkbox"/>
Address high returners		Parts Manager	Increased gross profit	Start January 2024	Ongoing	<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?

- 1) DOC sheet - Daily
- 2) Sales Ranking Report - Weekly
- 3) Outside sales rep feedback - Daily
- 4) Wholesale salesmen - Daily

Potential Obstacles?

Potential Solutions?

Push back from customers.

Because our biggest customers are offered deeper discounts than what we offer by our biggest competitors

Start educating our customers that we will be migrating to a system that rewards customers who have the highest purchases and lowest percentage of returns with the best discounts

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

\$131,165

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.

It won't be easy. We have some of our biggest accounts because they were uphappy with the level of service from their previous dealer. They gave us a shot if we could match the discount and provide better service. That's where this process is a little more refined than what we currently do. I will roll this out on a few select smaller customers and see how we do