

Fixed ops

Wholesale Action plan

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 raise our parts sales wholesale business by 10% from us averaging \$131,208 per month (through 8 months) to \$144,328 by 9/30/24.

BOTTOM LINE: Benefits of Achieving Your Goal

Consequences of Not Achieving Your Goal

More profit for the parts Department AND all employees involved.

Stacking more inventory AND sitting on it, costing us money rather than making us money.

Buy more parts in bulk at a cheaper price.

Market to more shops in the surrounding area. Expand range.

When will you start? Will start immediately

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

I CAN USE the breakeven vs actual formula to gauge how much our counter personnel must sell per day to stay on target. It will be used weekly. I will also take the parts manager with me on sales calls to establish new business relationships with potential customers and inform them of our ability to satisfy their parts needs in a timely and efficient manner.