

## 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?

To increase the overall Parts Wholesale Gross Percentage to 27% from 23% by 10/31/2023.  
We will measure all metrics with the MIS Tool on the Wholesale Parts Gross line.

**BOTTOM LINE: Benefits of Achieving Your Goal**

**Consequences of Not Achieving Your Goal**

\*Maximize Gross Profit

\*Less gross in parts

\*Parts Manager will concentrate on building relationships with surrounding companies.

\*Decrease in sale opportunity

\*Increase footprint in the Wholesale Industry

\*Minimal contact with outside companies creates less potential for growth in the community.

When will you start? 09/19/2023

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

My Parts Manager & Parts Advisors will continuously reach out to Wholesale customers to ensure our greatest potential for growth.



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

- \*Visit existing profitable companies in our community to ensure we are accommodating their needs

- \*Create a fixed discount rate for Shops

- \*Develop relationships with Shops nearby to personalize their experiences and create an individualized approach, increasing overall sale potential

Potential Challenges?

- \* Price-matching surrounding dealers
- \*Meeting expectations for part delivery & availability

Potential Solutions?

- \*Promote transparency to Shops from Parts Advisors in relation to part availability.
- \*Ensure fixed rates for all Wholesale customers to compete with nearby dealers