

## 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**

We will increase our outside business, acquiring at least two more body shops/service centers by November 15th.

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**

This goal will increase our outside business % and increase revenue. If we don't, we will not grow the parts department. Our gross profit for the month of August was \$205,713 and our outside % was 46%. If we could increase our business by atleast 10% we could acquire atleast another \$20,000 in revenue. This will also generate more business for our service department. If those shops have Audi's or VW's that need calibration or other mechanical work that can only be done in an Audi dealer.

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How will you track your progress? Where will you find the information? How often will you check in?

**S M A T**

I will track progress by checking in weekly with the parts manager. I will check to see what bodyshops/service centers he has visited.

Potential Obstacles?

**A**

Body shops already having existing dealer agreements.

Outside body shops looking for credit immediately.

Potential Solutions?

**A**

Sweeten the deal for them. Offer them better service, faster deliveries, line of credit etc.

Put them on a 90 day introduction period. Build relationship. Gain trust.

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

**S M R T**

This will increase gross profits by atleast \$20,000.

**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**

Everyone is aware, the General Manager, Service Manager and Parts Manager. Meet and discuss the plan and end goal. Set follow up meetings and be sure to check in timely intervals.