

## 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 turn / train my parts counter employees from being order takers to salesman by 10-1-24.

BOTTOM LINE: Benefits of Achieving Your Goal

Consequences of Not Achieving Your Goal

- More sales = more profit
- Better self confidence will allow them to effectively assist our customers.
- Training to ask for the sale.

shattering their self-esteem  
Failure in approach of trying to sell more parts  
Rubbing the customer the wrong way, feels like being sold.

When will you start?

Immediately

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

Will pay for a call recording service so all phone conversations can be listened to, critiqued and reviewed with employees as teachable moments. Conduct mystery shops, stand back in parts and listen to their interactions with customers. Implement a bonus structure for "up sells" or additional sales. This will be monitored weekly.