

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."

My goal will be to create a quartely sales target for each parts sales associate to take them from their current quartely sales and increase each individual by 10% by the end of first quarter for 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?

Obviosuly our dealers vision is to increase our bottom line and currently we are not monitoring or setting specific sales objectives for our parts sales associates. In doing this we will inspect what we expect and increase our gross in that department. If we continue to not monitor our sales in the parts department then we will continue to not grow that department and be content with what we are doing (which will not allow us to grow). This goal is important to me because in this world we live in today we need to constantly be evolving to and finding new ways to grow every aspect of the business. This process that we will implent will just hold everyone accountable for what we will look at moving forward.

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

Through our DMS my parts manager and I will run the sales reports for each associate to show them their current sales and the 10% increase we are looking for. We will run this report every 2 weeks to sit down with each associate to make sure their goals are aligned with ours.

Potential Obstacles?

Potential Solutions?

Parts Sales Associates being negative letting us know they cannot do what we ask

Put a production bonus if they hit their goals

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

If we can accomplish what we are looking to do then our gross profit will increase in the parts department. We will easily be able to increase our sales in parts by another 25-50K by the end of each quarter.

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.

In our weekly manager meeting we will add this new process into our discussion board to make sure this topic gets talked about every week.