



GROUP 100 ACTION LISTS

AVON PARK, FL – JAN. 2021

S.M.A.R.T

S = Specific

M = Measurable

A = Actionable

R = Realistic

T = Time Based

DAVID HAY – HAY TIRE PROS

- TIA Video training analysis
- Develop manager meeting schedule
- Vehicle inspection strategy
- Develop long range plan
- Analyze land use / acquisition of MC
- Marketing vendor analysis

ANGIE & TOM CENIGLIS – TOM'S TIRE PROS

- Get payroll under 47% by 12/31/2020
- Increase overall gross profit to over 52% by 12/31/2020
- New Interstate Battery tester by 10/31/2020
- Install Tire Guru mobile and digital inspections by 11/30/2020
 - Have wifi working at acceptable speed by 10/31/2020
 - Processes and tools in place and training completed by 11/30/2020
- Opening / Closing process in writing by 10/31/2020
- Get Tesla lift pads (Bass Tire Best Idea) by 10/31/2020

TERRY JOHN – MID ATLANTIC TIRE PROS & HYBRID SHOP

- Interstate Battery IB Pulse in place by 10/15/2020
- Increase Parts GP by 2.5%; analyse discounts
 - Up .75% by 10/30/2020
 - Up additional .75% by 11/30/2020
 - Up an additional .8% by 12/30/2020
- Examine/maximize supplier rebates
 - Advanced by 10/15/2020
 - NAPA by 10/30/2020
 - AZ by 11/15/2020
- Decrease payroll by 7.5% by 12/31/2020
- Split out tire rotation only to analyse up sales by 9/30/2020

JEFF CHEEK – COUNTRYSIDE TIRE & AUTO SERVICE

- Review tire mark-up, implement tire system (maybe via Tire Connect) to alter brand/tier mark-up to get Tire GP at 20% by 12/31/2020
- Begin to split out "other" items from "parts" to better analyse GP by 1/1/2021
 - Beginning reviewing parts GP now
- Hire and train additional counterperson by 11/30/2020

MATT LAYE – LAYE'S TIRE SERVICE

- Seek to find a Shop Manager by 1/31/2021
 - Finish Job Description by 12/31/2020
- Make Mission and Vision statements by 12/31/2020
- Create Opening / Closing procedures SOP by 12/31/2020

BOB GIPSON – GIPSON'S TIRE PROS

- Get net profit over 5% by 12/31/2020
- Reinforce Battery Testing process by 10/1/2020
- Raise labor rate by \$3/hr by 10/1/2020
- Create general checklist for opening / closing procedures by 10/10/2020
- Complete buy / sell agreement by 12/31/2020

DARRIN MALLET – KILGORE TIRE

- Implement paid inspections by 11/1/2020
- Create bonus program for Service Manager by 1/1/2021
- Create levels of pay for all positions by 1/1/2021

KERRY & SHANE HULIN – G & H TIRES

- Get tire GP to 25% by 12/31/2020
- Hit tire numbers for rebate by 10/31/2020
- Increase number of alignments per month by 10/2020
- Get techs TIA Certified by 12/31/2020
- Get parts GP to 50% by 12/31/2020

BILL ROPER – THE TIRE BARN

- Bring Alignment-to-Tire ratio to 35% - 11/31/20 (Tire Techs to do more checks)
- Bring Road Hazard-to-Tire ratio to 25% - 11/31/20
- Launch Kukui website - 11/31/20
- Improve vendor invoice process to bring errors to near zero - 12/31/20.

MICHAEL ADAMS AND TOBY WILLIAMS – DOZIER TIRE

Michael:

- Increase Labor rate to \$100 by next meeting.
- Increase Shop Supply minimum to 39.95 by next meeting
- Find a mechanic to allow for Saturday profitability by next meeting

Toby:

- Shop Competition; labor rate increase (?)
- Improve Alignment % / Price increase (?)
- Restructure Salesperson compensation / incentives (?)
- Maximize backside rebates
- Enforce closing inspection
- TIA Certs

JOEL STEPHENSON – STEPHENSON TIRE PROS

(FROM SHREVEPORT)

- Increase alignment/ labor rate – 7/31/20
- Finish remodel on Stephenson Tire showroom – 7/31/20
- Begin training program for Service Advisors – 7/15/20
- Get back to work on “Job Descriptions” – 7/15/20

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CHASERY & JAMES BAXTER – NEIGHBORHOOD TIRE PROS

(FROM SHREVEPORT)

- **General All Locations**

- Increase profit to 8% by 09-30-2020
- Increase “labor rate” to \$130
- “Tweek” parts matrix
- Increase parts rebate percentage to 6%.
- Complete 100% all employee evaluations and reviews.
- Successfully implement “Bay Traffic Controller / Shop Forman” Position at all locations. This should increase sales by 10% in production alone.
- Complete computer server replacements. (Decatur, Suwanee and Office. All other stores are complete.)

CHASERY & JAMES BAXTER – NEIGHBORHOOD TIRE PROS

(FROM SHREVEPORT)

- **Avondale**

- Remodel – Paint exterior, replace exterior signage, paint service bays - 08/31/20
- Seal Coat and Restripe parking lot – 08/31/20
- Replace showroom floor, if budget allows – 08/31/20

- **Decatur**

- Finish remodel with complete interior and exterior signage – 08/31/20
- Purchase new AC Equipment if budget allows - 08/31/20
- Install new rack in Bay #6. Run electrical for new lift and future lift replacement – 08/31/20.
- Purchase and Install new “Key Lock Box” – 08/31/20.

CHASERY & JAMES BAXTER – NEIGHBORHOOD TIRE PROS

(FROM SHREVEPORT)

- **East Cobb**
- Plan “Inground” oil tank removal – 12/31/20
- Complete interior renovation project – 08/31/20
- Purchase new AC equipment – 08/31/20

STEVE BASS – BASS TIRE

- Raise Labor rate from \$124.00 to \$129.00 By: 11-1-2020
- Order Disinfectant machine from Chris and Jennifer best idea; By: 11-1-2020
- Launch Auto Text me digital inspection process By: 11-1-2020
- Complete opening and closing procedure By: 12-31-2020

TRIPP EVANS – C W WILLIAMS & CO

(S=SHANE, A=ALAN, R=RANDY, T=TRIPP, B=BRIAN)

- Get rid of pallets (S-Joel) (A-Nash CC) by 10/15
- Fix Gutters (S) by 10/31
- Implement battery inspection program, including new test tool (A) by 10/31
- Renegotiate NAPA relationship (A/T) by 10/31
- Implement plan to follow-up w/customers after service" call and email (T) by 10/31
- Wall of service – front of building RM & S (T) by 12/31
- Increase NEMS parts margin to 20% (S) by 10/1
- Shop Supplies vs parts; get vendor list from Nicole and Greg; identify part #s by vendor. Create Excel file (T) by 10/31

TRIPP EVANS – C W WILLIAMS & CO

(S=SHANE, A=ALAN, R=RANDY, T=TRIPP, B=BRIAN)

- Create list of potential new POS systems by networking by 10/31
- Get a couple of security camera proposals (B) by 11/30
- Obtain multiple proposals on GPS on company vehicles (B) by 11/30
- Inventory site 09 spare service truck; transfer unnecessary inv to site 01 (A) by 11/30
- Start Facebook boosts & ads, and Instagram ads (T) by 12/15
- Fix building drainage issues (R) by 10/31
- Get "white stuff" off ground and in dumpster across parking lot (S) by 12/31
- Create warranty policy guide for Service Dept. (T) by 12/31
- Develop shop cone idea (red, yellow, green) (S) by 11/30

TRIPP EVANS – C W WILLIAMS & CO

(S=SHANE, A=ALAN, R=RANDY, T=TRIPP, B=BRIAN)

- Repair floor seam in equip. Showroom and Shane's office (R) by 10/31
- Reorganize the display of certifications in shop; duplicate in S'ville (A) by 12/31
- Develop plan to call customers to remind and book upcoming annual service (A/S/T) by 11/15
- Develop new protocol and guide on entering new part #'s; train employees (T) by 11/15
- Dev'p new protocol for reviewing new vendor/product line set up; review all product line price tables; eventually delegate review to Nicole (T) by 12/15
- Order everything online – no more Sam's club runs, etc. (A) by 11/15
- Shrink all E-One parts back into Site 01 & Site 05? at zero cost (A) by 10/31

GREG BYRNES – SEDAM TIRE

- Input numbers for DSP/ASA reports – 08/20
- Draft a budget for the divisions – 09/20
- Create monthly “financial report” – 08/20
- Pull all of the “financial reports” into a “business Plan” – 10/20
- Set expectations for job functions – 09/20