



GROUP 100 ACTION LISTS

FLORENCE, AL – OCT. 2021

S.M.A.R.T

S = Specific

M = Measurable

A = Actionable

R = Realistic

T = Time Based

MATT LAYE – LAYE'S TIRE SERVICE

- Raise GP on accessories and tires by 2 points by **7/31/21**
 - Adjust matrix by **6/30/21**
- Create a bonus program for B & C Techs and begin measuring efficiency by **7/31/21**
- Get Balance Sheet corrected by **7/31/21**

ADRIAN RODRIQUEZ – CROSSROADS TIRE PROS

- Report on Alignment % to tires weekly by **6/30/21**
- Report on Road Hazard % to tires weekly by **6/31/21**
- Use Geofencing program to recruit technicians by **7/31/21**
- Reduce payroll % to _____ by _____

JEFF CHEEK – COUNTRYSIDE TIRE & AUTO SVC

- Implement Tire Connect by **8/1/21**
- Investigate Merchant Partners to implement some financing options by **8/1/21**
- Continue focus on average ticket with target of \$250 average by **12/31/21**

BILL ROPER – THE TIRE BARN

- Have Lunch with A-Tech to determine his desire and path by **6/18/21**
- Install AutoTextMe by **7/15/21**
- Leverage Reach Local to target for hiring by **7/15/21**
- Configure Tire Shop for customer 20 group financials by **7/31/21**

ANGIE & TOM CENIGLIS – TOM'S TIRE PROS

- Get MATCO Ball Joint Press by **6/30/21**
- Complete inventory in both stores by **7/31/21**
- Get market pricing on oil changes, flushes, and other service packages and adjust pricing accordingly by **7/31/21**
- Investigate payment options and assess our options & how they are handled and offered by **7/31/21**
- Gross Profit over 53% through more focus on quick and easy parts sales by **8/31/21**

TERRY JOHN – MID ATLANTIC TIRE PROS & HYBRID SHOP

- Improve DVI performance by **9/1/21**
- Reconcile ROW and QB sales reports by **10/1/21**
- Utilize online scheduling system by **10/1/21**
- Investigate and potentially implement payment options by **10/1/21**

DAVID HAY – HAY TIRE PROS

- Price tire sale price at replacement by **6/30/21**
- Complete labor rate and parts matrix increase by **6/30/21**
- Evaluate all fluid change prices for increase by **7/1/21**
- Review and study the potential of a Tire Tech only position by **7/1/21**
- Work with CPA by **7/1/21**
 - To create better sales goals and balance sheet
 - Review all rebates
- Evaluate all pay grades by **8/1/21**

JENNIFER AND CHRIS BRANHAM – BRANHAM TIRE & ACCESSORIES

- Have bulk oil installed and operational by **8/1/21**
- Install 2 new lifts by **10/1/21**
 - One for OLF
 - One low rise for tires
- Institute Digital Inspections via Tire Guru by **10/1/21**
- Institute Digital Bay Scheduler via Tire Guru by **10/1/21**
- Use Auto Integrate by **10/8/21**

JOEL STEPHENSON – STEPHENSON TIRE PROS

- Increase oil change package by \$5 by **7/1/21**
- Begin to offer catalytic converter engraving by **7/1/21**
- Utilize warranty tags by **7/1/21**
- Executive Assistant role established by **7/10/21**
- Investigate Geofencing for employment by **7/15/21**
- Add Window treatments by **8/1/21**
- Work on improving cameras by **8/15/21**

DAN, MORGAN, AND CODY – NW TIRE

- Explore adding MATCO Ball Joint press by **7/1/21**
- Explore adding TPMS tool that does not require driving to reset for Chrysler and Dodge (Hay Best Idea) by **7/1/21**
- Geofence for future employees via Reach Local by **8/1/21**
- Look to add referral bonus and possibly tire bonus by **8/1/21**

DARRIN MALLET – KILGORE TIRE

- Actively seek and hire another service writer by **9/1/21**
- Explore business networking group by **10/1/21**
- Lower AR by 15% by **12/1/21**
- Maintain 80% Inspections on oil changes- increase to 100% by **9/1/21**