



TRAINING &  
EDUCATION  
NETWORK

# GROUP 100 ACTION LISTS

MAURICE, LA – JAN. 2022

# S.M.A.R.T

**S** = Specific

**M** = Measurable

**A** = Actionable

**R** = Realistic

**T** = Time Based

# MATT & SUMMER LAYE - LAYE'S TIRE

## Priority List

- Restructure Tire Package prices **by 10/31/21**
- Initiate changes to get tire GP over 25% **by 11/30/21**
- Implement 5S program **by 12/31/21**

## Other Actions List

- Look at patrol options and make decision on changes **by 12/31/21**

# DARRIN MALLET – KILGORE TIRE

- Check competition's pricing on oil changes, and adjust them according **by 11/30/21**
- Create a breakeven and cash flow spreadsheets **by 01/01/22**
- Create and implement a bonus structure of tire techs **by 01/01/22**

# KERRY & SHANE HULIN – G & H TIRES

- Update “on-hold” phone program **by 11/30/21**
- Production boards **by 11/30/21**
- Raise parts GP by 4 points **by 11/30/21**
  - Set O.E. part pricing over list **by 11/1/21**
- New **Website by 12/31/21**

# DAVID HAY – HAY TIRE PROS

- Enroll in Spark and Torgata **by 11/30/21**
- Evaluate package pricing on O.E. parts and make appropriate adjustments **by 11/30/21**
- Evaluate Kukui and make go / no go decision on changes **by 12/1/21**
- Andreoli - create a process to do manufacturer's increase **by 12/31/21**
- Evaluate alignment and SAR pricing and make appropriate changes **by 12/31/21**
- Evaluate “Sidekick 360” and make go / no go decision **by 12/31/21**

# ANGIE & TOM CENIGLIS – TOM'S TIRE PROS

## Priority List

- Get over all GP to 51.5%+ **by 12/31/21**
  - Increase price of trailer tire mount and balance **by 10/15/21**
  - Raise alignment pricing **by 10/15/21**
- Start doing a weekly **salesperson** productivity report **by 10/31/21**

## Other Action List

- Investigate further in to ADAS equipment and make go / no go decision **by 12/31/21**

# MORGAN AND CODY – NW TIRE

- Increase road hazard to at least 12% (possibly 15%) **by 11/15/21**
- Evaluate Tire Guru and see if it is a viable platform to replace current POS system **by 12/31/21**



# BILL ROPER – THE TIRE BARN

- Review all expenses and compare prices between vendors **by 12/15/21**
- Have Wayne trained for sales management **by 12/31/21**
- Reduce payroll below 50% through better control of OT, defined job responsibilities, and reviews **by 1/1/22**

# BOBBY GILLESPIE - GILLESPIE TIRE AND AUTO

- Implement new tire and parts matrix with help and information from DSP members *by 12/1/21*
- Find a new POS or an addition to current POS to allow tire sales and labor to be more measurable *by 12/1/21*
- Organize POS for DSP number inputs by *12/1/21*

# JOEL STEPHENSON – STEPHENSON TIRE PROS

## Priority List

- Install flagpole at Killan location (perhaps others) **by 11/15/21**
- Develop and launch a uniform system for ticket flow **by 12/1/21**
- Enact Google share spreadsheet (Laye Best Idea) **by 12/1/21**

## Other Action List

- Investigate Scott Blair mobile tire **by 11/15/21**
- Begin employee reviews **by 12/1/21**

# MICHAEL ADAMS – DOZIER TIRE

- Review oil pricing and get quotes from multiple vendors **by 12/31/21**
- Replace awning and look into window treatments **by 12/31/21**

# TOBY WILLIAMS – PELC TIRE

- Increase brake labor **by 11/30/21**
- Nail down advertising budget **by 1/31/22**
- Allocate advertising money **by 1/31/22**
- Establish gift card program **by 1/31/22**

# TERRY JOHN – MID ATLANTIC TIRE PROS & HYBRID SHOP

- Complete new website **by 12/31/21**
- Evaluate Kukui's other modules for possible implementation **by 12/31/22**
  - If Kukui not selected, increase “reach Local” spend and use “My Auto Service Appointment” system
- Fully implement DVI **by 12/31/21**

# JENNIFER AND CHRIS BRANHAM – BRANHAM TIRE & ACCESSORIES

## Priority List

- Consistency in communication from front staff **by 12/31/21**
- Sales and back shop digital inspection/bay scheduler **by 12/31/21**
- Part and Tire matrix in line with POS and vendor sites **by 1/31/22BI**
- Tire protection plan @50% of tire unit sales **by 1/31/22**

## Other action list

- Phone system on hold music/message **by 10/31/21**
- Laye's best idea (email message communication) **by 10/31/21**
- Add fluid tanks for **coolant and** washer fluid **by 1/31/22**
- Finish lube lift **by 1/31/22**

# ADRIAN RODRIQUEZ – CROSSROADS TIRE PROS

## Priority list

- Reduce payroll @ Laurent from 50.17% to 48% **by 1/31/22**
  - Create spreadsheet to watch payroll to GP weekly
- Create excel spreadsheet to track performance **by 1/31/22**
  - Alignments to tire sales
  - Road Hazard to tire sales
  - Tire GP%
  - Parts GP%
  - Tech productivity

## Other Action List

- Free courtesy inspection with rotations (part of service) **by 1/31/22**
- Adjust menu item pricing (alignments, brakes, etc) **by 1/31/22**



# CHASERY & JAMES BAXTER – NEIGHBORHOOD TIRE PROS

- Move labor rate to \$140 **by 10/31/21**
- Review flagpole idea and make go / no go decision **by 11/30/21**
- Set up "Nextdoor" **by 11/30/21**
- Explore "First Mile" CC where customer pays fees and decide if we will pursue **by 12/31/21**

# JEFF CHEEK – COUNTRYSIDE TIRE & AUTO SVC

- Increase labor rate \$5 **by 10/31/21**
- Increase alignments by \$10 **by 10/31/21**
  - Teir alignments
- Implement "5S" process to improve and increase shop efficiency **by 12/31/21**
- Implement "Tire Connect" **by 12/31/21**