



GROUP 100 ACTION LISTS

NASHVILLE, TN – JUN. 2021

S.M.A.R.T

S = Specific

M = Measurable

A = Actionable

R = Realistic

T = Time Based

DARRIN MALLET – KILGORE TIRE

- Measure Tech Efficiency by **2/28/21**
- Put inspection on work order by **3/31/21**
 - System limitations
- 100% inspections on oil changes by **8/31/21**
 - New employees need trained
 - 80% by **5/31/21**

ADRIAN RODRIQUEZ – CROSSROADS TIRE PROS

- Increase inventory of tires by **2/15/21**
 - Bring in Nexen, Kumho; focus on backend money
- Get all financials uploaded and reduce payroll % by **3/31/21**
- Employees TIA certified by **7/31/21**
 - Signed up 3/31/21
- Increase alignment to tire ratio > 50% by **7/31/21**
 - Measure current performance by **4/30/21**
- Increase Road Hazard to tires ratio > 50% by **7/31/21**
 - Measure current performance by **4/30/21**

JOEL STEPHENSON – STEPHENSON TIRE PROS

- Reporting 4th store by **2/15/21**
- Investigate Tire Connect further by **6/1/21**
- Price change report / ability by **3/1/21**
- Tire repair rules by **3/1/21**
- Lugnut inventory update by **6/1/21**
- Written open/closing procedures by **3/1/21**

JENNIFER AND CHRIS BRANHAM – BRANHAM TIRE & ACCESSORIES

- Reduce payroll % from 60% to 50% by **6/1/21**
 - Breakdown thru GL payroll specific
 - Start with Part-time and overtime
- 2 new lifts (one for OLF and one low rise for tires) by **6/1/21**
- Bulk oil installed and operational by **6/1/21**
- Digital inspection process through Tire Guru by _____

ANGIE & TOM CENIGLIS – TOM'S TIRE PROS

- Improve GP from 51.08% to 53% by **4/1/21**
 - More focus on vehicle inspections and stocking fast moving parts
- Reduce payroll % from 50.94% to under 48% by **3/31/21**
- Bulk break cleaner in stock and using by **2/28/21**
- Reduce shop supply expenses by **3/31/21**
 - Create a spreadsheet to track, shop, and better control costs

BILL ROPER – THE TIRE BARN

- Increase Shop rate to \$111 by **2/1/21**
- Possibly Install Tire Connect by **5/31/21**
 - Reviewed possibility
 - Re-examining
- Create a spreadsheet for shop supplies by **5/31/21**

JEFF CHEEK – COUNTRYSIDE TIRE & AUTO SVC

- Increase parts GP to 45% or greater by **3/1/21**
- Review and increase tire GP to 22% or greater by **3/31/21**
- Update website by **5/31/21**
 - Review other providers
 - Include Tire Connect

STEVE BASS – BASS TIRE

- Raise Labor rate from \$129.00 to \$134.00 by **2/1/21**
- Increase wheel balance by \$2 each by **2/1/21**
- Increase TPP by \$2 each by **2/1/21**
- Increase brake menu labor by \$10 per axle by **2/1/21**
- Increase battery sales by **6/1/21**
 - Better inspections and checks

CHASERY & JAMES BAXTER – NEIGHBORHOOD TIRE PROS

All Locations

- Increase gross profit by 2% by **03-31-2021**.
 - Tweak dealer parts matrix
 - Increase parts rebate percentage to 6%
 - Increase Oil Change Packages by \$10.00 Each. (All Six Packages).
- Complete 100% all employee evaluations and reviews by **03-31-2021**
 - Train and Assign this task to Operations Staff. 02-15-2021.
- Successfully Implement Bay Traffic Controller / Shop Forman Position at Decatur & Avondale by 03-31-2021.
- Hold store meeting at each location to discuss our walk-in business vs our appointment business. We want to be a “I can help you with that!” business. We need to find a way to get the keys from our walk-in business at all costs by **03-31-21**
- Update and implement new Company Handbook. 06-01-2021 a. Review and have edits ready by **03-31-21**.

CHASERY & JAMES BAXTER – NEIGHBORHOOD TIRE PROS

Avondale

- Install new Continental Exterior Signage by **06-01-2021**
- Hold to the store accountable for our Store Cleaning process by **03-31-2021**

Decatur

- Hold to the store accountable for our Store Cleaning process by **03-31-2021**
- Run electrical for new lift and future lift replacement by **06-01-2021**.
- Purchase and Install New Key Lock Box by **06-01-2021**.
- Design and Install new exterior sign to replace Decatur Sign by **06-01-2021**.

East Cobb

- Plan Inground Oil Tank Removal by **06-01-2021**.

Suwanee

Have showroom floors stripped and buffed by **03-31-2021**.

TERRY JOHN – MID ATLANTIC TIRE PROS & HYBRID SHOP

- Investigate & begin implementing an online scheduling system **by 6/1/21**
- Complete the TOUCH digital inspection process **by 6/1/21**
- Implement GROOVE GLOVE & analyze impact on the number of alignments **by 6/1/21**
- Begin Dan Malloy's sales training program **by 6/1/21**

DAVID HAY – HAY TIRE PROS

- Refresh of on-hand inventory and adjust levels and product mix to maximize profitability by **5/1/21**
- Create revenue and expense line for mechanical and tire labor for better tracking by **4/30/21**
- Evaluate leveling kit sales by **4/1/21**
- Make sure all stores have the same TPMS tool by **4/1/21**