



GROUP 100 ACTION LISTS

ROCKY MOUNT, NC – SEPT. 2020

S.M.A.R.T

S = Specific

M = Measurable

A = Actionable

R = Realistic

T = Time Based

TERRY JOHN – MID ATLANTIC TIRE PROS & HYBRID SHOP

- Understand what all my marketing vendors do...do I need them all?
- Investigate “VARIABLE LABOR RATE” concept
- Increase “Parts” GP by 2.5%
- Decrease my “Non-payroll” expenses by 5%
- Implement the R.O. Writer “Touch” tablet system.

TRIPP EVANS – C W WILLIAMS & CO

- Develop “Statement of Cash Flow” in “real time” – 07/17/20
- Create a new website “mockup/template” with Wix and Shopify – 09/01/20
- Develop 2021 budget/projections in Excel – 11/01/20
- Develop 2021 “targets” for depts. using management reports – 11/01/20

JEFF CHEEK – COUNTRYSIDE TIRE & AUTO SERVICE

- Change website provider and update website and social media accounts to include tire pricing and “2-way” customer communication, review marketing to include Reach Local or similar - signed contract and work begun by 9/2020
- Evaluate and upgrade computer system to include faster terminals and greater data security - 9/2020
- Track and incentivize average ticket to target \$215, done through constant monitoring and targeted spiffs to increase up-sells - Ongoing
- Increase parts GP to 45% by implementing DSP 20 Group matrix - completion 8/2020

BOB GIPSON – GIPSON’S TIRE PROS

- Attain & maintain 5% Net Profit – 09/30/20
- Get parts GP over 50% - 08/31/20
- Set up Amazon account for tool purchases – 06/30/20
- Complete sign/buy agreement with attorney – 07/31/20
- Establish a “Shop Foreman/Traffic Controller” @Prattville store (probably Chris) – 08/31/20

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

CHASERY & JAMES BAXTER – NEIGHBORHOOD TIRE PROS

1 OF 3

- **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

2 OF 3

- **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

3 OF 3

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

KIM AND STEVE – BASS TIRE

- Increase alignments \$10 each – 7/01/20
- Complete permanent seating for social distancing – 8/15/20
- Establish a better system for yearly reviews – 9/01/20
- Start putting together a written opening & closing procedure manual – 9/30/20

ANGIE & TOM CENIGLIS – TOM'S TIRE PROS

- Implement digital inspections – 7/31/20
- Complete survivorship info – 8/1/20
- New TV spot from Sinclair Marketing - ?

KERRY & SHANE HULIN – G & H TIRES

- Create “opening & Closing” procedures – 8/01/20
- Update “Parts Matrix” – 8/01/20
- Increase “Tire Matrix” – 8/01/20

JOEL STEPHENSON – STEPHENSON TIRE PROS

- 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

JOEL STEPHENSON – STEPHENSON TIRE PROS

- Increase alignment/ labor rate – 7/31/20
- Finish remodel on Stephenson Tire showroom – 7/31/20
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CHRIS BRANHAM – BRANHAM ACCESSORIES

- Increase tire margins through TireConnect – 12/31/20
- Increase parts margin ISE
- Develop and implement shop manager process – 12/31/20

DAVID HAY – HAY TIRE PROS

- Restart discussion on 606 Johnnie Dodds.
- Analyze strategy to acquire Moncks Corner property.
- Hire additional counter sales for Moncks Corner.