

PURSUING EXCELLENCE WITH THE FIVE P'S

**BROUGHT TO YOU BY JEFF WALLICK
SECOND GENERATION TIRE GUY AND K&M TIRE DIRECTOR OF TRAINING**

Excellence is not a destination. Rather, it is the byproduct of executing well on the Five P's of Excellence. What does Excellence mean to you for your business in 2022?

To me, Excellence in my business this year means...

The First P of Excellence is: _____

What is one challenge you know you must face this year in order to pursue genuine Excellence in your business? We cannot defeat what we do not define. What is your challenge and what will you do to face it head on in order to Pursue Excellence in your business in 2022?

The challenge I must face in my business this year in order to Pursue Excellence is...

The Second P of Excellence is: _____

Identify your current gross profit percentage. Now, identify where you'd like your GP to be in precisely 12 months. Identify 2-3 areas of your business or profit opportunities that could allow you to narrow the gap between your current profitability and your profit objective 12 months from now.

My current gross profit % is:

My goal gross profit % is:

$$\text{Gross profit margin} = \frac{\text{Total Sales} - \text{Cost of Goods Sold}}{\text{Total Sales}} \times 100$$

Profit Opportunity #1:

Profit Opportunity #2:

Profit Opportunity #3:

Point the camera on your phone to the QR codes below and click on the link you'll see on your phone screen. Pursuing Excellence begins right here and it's as simple as 1, 2, 3....

1. PURSUING EXCELLENCE EPS



2. TELEPHONE TRAINING



3. EMAIL JEFF WALLICK



The Third P of Excellence is: _____

Your expenses related to your people can be categorized as an expense or as an investment, but cannot be both simultaneously. We know that there are tangible benefits to training and upskilling your people and we talked about several of those opportunities during this seminar. Now, identify 1-2 action items for yourself. What will you do to invest in your people and their skills this year?

People investment opportunity #1:

People investment opportunity #2:

The Fourth P of Excellence is: _____

This one is particularly tough to do because it requires us to view our business from the perspective of our customer. We understand well that consumers today value Convenience more than ever before and this can be a real competitive advantage for your business against your competition. Now, identify how you could be even more convenient to do business with before, during, and after the customer transaction.

Convenience Before the Sale

Convenience During the Sale

Convenience After the Sale



The Fifth P of Excellence is: _____

In a season of scarcity like the current environment we're working through, product availability becomes increasingly important. In this case, a proactivity can pay handsomely. As product availability remains tight throughout 2022 and into 2023, what is something you can do today in order to plan ahead for tomorrow?

I will be proactive about product availability by...

Where will you begin?

We covered quite a bit during this 45 minute seminar. If you were paying close attention, you may have several notes for yourself. If you were *really* paying attention, you might even have a couple of action items. Now, the question remaining is: Where will you start? Monday morning will be here before you know it. Before you get swept up in the chaos of the day, identify your first step in Pursuing Excellence. It doesn't have to be a big step. In fact, the smaller and more approachable the step, the better. What's your first action for yourself that will bring you one step closer to Excellence?

My first step towards Pursuing Excellence in my business this year is...

Point the camera on your phone to the QR codes below and click on the link you'll see on your phone screen.
Pursuing Excellence begins right here and it's as simple as 1, 2, 3...

1. PURSUING EXCELLENCE EPS



2. TELEPHONE TRAINING



3. EMAIL JEFF WALLICK

