



SETTING UP THE WIN FOR 2023

Expected Outcomes

“GO SEE” Daily Audits

Tools to Deliver the DREAM

Target Areas	Goals	Current	X → Y	Δ	Impact
CES Treadwell					
Treadwell Conversion % (Senior)	Increase Treadwell conversion to 70%	67.8%	58.8% → 70.0%	2.2%	
Revenue Increase					
CES Air Checks Capture (Workflow)	Increase VTV usage from 29% to 80%	61.5%	29% → 80%	18.5%	
Certificate% (Senior)	Increase by 2%	69.2%	70.1% → 72.0%	2.8%	
Wiper Blades (Marketing)	Increase Blades sold per invoice to 20%	18.18%	9.1% → 20.0%	1.82%	
Wheel Kits/Lugs (5s)	3 sets per store/day	1.51	0.19 → 3.00	1.49	
Schedule to Demand					
Day Part (AM) Capture (Manager)	100% Scheduling to Demand in the AM Daypart	100.8%	88.5% → 100.0%	0.00%	
Workflow Coach Certification	VPs and AVPs certified by Jun 30	VPs: 15 AVPs: 66	3 → 24 23 → 79	7 22	
					\$136,149,578