

Parts – Action Plan

What specific actions or steps will you take to accomplish your goal? What will you do differently or improve? For each, be sure to include the necessary resources, who is accountable, the measurable results and dates.

- We need to start by having a meeting with the staff, we need to educate them on where we are as a dealership and where we are headed.
 - o We will share the goal of a 3% increase
 - o We will implement a 2 tier staff incentive program
 - Tier 1 – individual percentage meeting target
 - Tier 2 – team (store reaching its goal)

- We also need to have individual meetings with staff
 - o We need to go over the individual performance monthly
 - o We can use this as a time to get staff feedback, are they struggling to achieve the goal? What kind of feedback are they receiving from the customers, how are they handling objections?
 - o If staff are struggling to reach target this can be a good time to provide them with individual sales coaching on how to overcome objections and make progress towards our goal

- Accountability:
 - o Parts Advisors
 - Will be required to increase personal performance monthly trending towards our overall goal of 3%
 - o Parts Manager
 - Will be responsible for conducting monthly reviews with parts sales staff
 - Will be tracking monthly overall results and reporting them to the General Manager
 - o General Manager
 - Will sit down monthly with parts managers to review stores performance and make sure we are trending towards our target
 - If we are struggling may need to look at further sales training for parts staff (can a variable manager help or do we bring in outside training?)

- Date Targets
 - o To hit our 3% target we will need to see roughly a 1% increase monthly so if we are not at that level by the respective month end we need to address this immediately to get back on track.

Congratulations! You've accomplished your goal! You added or adjusted policies, procedures, and behaviors. Now what? How will you ensure you and your staff do not fall back into the previous habits that produced poor results? Be specific

- Steps needed to ensure we maintain goal:
 - O Monthly reviews with parts consultants
 - They need to know we are still monitoring this monthly
 - O Monthly reviews with parts manager
 - Its important for the general manager and parts manager to continue monthly reviews to ensure goal is maintained (by year end its to late to change it)
 - O Training
 - We need to continue training staff
 - Sales training
 - Overcoming objections
 - O Pricing review
 - Now that we have reached our goal it gives us more information to review
 - Did we loose customers getting to our goal?
 - Is there room for further increases?
 - O Our goal was 17% a 3% increase but the NADA Guide is 20%-25%