

Nadia Bical

My smart goal is to increase our Parts Counter retail sale by 15 % YTD. We have a lot of space to display items and market them. We can do more "Specials" and Market this by doing email blasts and campaigns in conjunction with service to make both departments look cohesive. We can also dress up card with accessories and place them near the parts department to show what a car looks like with all the bells and whistles. Every month we can come up with a series of coupons and campaigns that is relatable to that month. For example in the month of February we can have "sweetheart" deals. I believe by marketing more and displaying items more readily for customers will increase revenue.