

## PARTS SMART GOAL

### Specific:

We need to increase our accessory sales of tires. We don't really have a lot of "accessories" that we can sell to customers that Mercedes- Benz don't come standard with.

In December we sold \$4,996 in tires. Through training our Service Advisors about how to sell to our customers, we can increase this number. We would like to have a 20% lift (\$1,000) in January.

### Measurable:

We can see what we sold in December and what we are selling in January for financial comparison.

### Attainable:

Yes, this is very attainable. This would equate to 1 or 2 more sets of tires in January.

### Relevant:

This is very relevant so the team can make more gross, customers get accustomed to buying from us, and parts/service advisors can become more proficient in selling.