

Parts Manager Conversation

Collaborate with your Parts Manager to answer the following questions. Use this opportunity to share new ideas from the class and to coach your Parts Manager on how they can be implemented. Be sure to respect their expertise. **Provide your answers in a different color font.**

1. What formal parts management training does your parts manager have (for example, the NADA Academy Seminar) *Week at NADA 2002*
2. Does your Dealership/Parts department have a Vision statement that all departmental employees know and understand? What is it? *Yes, Customers come first*
3. Have you ever tracked your First Time Fill Rate (FTFR) manually (not using the DMS or your OEM)? What is your current Repair Order FTFR? *CDK fill rate checked 3 to 4 times a week. We are at 90%*
4. What percentage of your business comes from Inside (RO/Internal/Warranty/Body Shop) vs Outside (Counter Retail & Wholesale)? *33%*
5. What policies, controls, and security are in place on your DMS (via Privileges and/or the Exception or Deviation Reports) to prevent counter people from changing the pricing structure during daily transactions? *They can change prices but a report is generated daily that the Parts Director reviews*
6. Who can change/override parts pricing? Cashier? Service Director/Manager? Service Advisors? *Service Director/ Manager and Advisors by changing labor type.*
7. Are you at Retail pricing for Internal? Who established your Internal parts pricing policies? Are they current? *Yes CMA Dictates for uniformity.*
8. If you are in a Retail Reimbursement for Warranty state, are you at retail for warranty? If not, when was the last time you petitioned the OE for retail reimbursement? *Above Retail. Service once a year Parts every 2 to 3 years.*
9. Do the Parts, Service and Body Shop Managers work with the Office Manager/Controller monthly to follow up on all Work in Process (WIP) documents. Do they verify that all parts invoices and repair orders are closed out in a timely manner? What does this look like? *Yes function in CDK to make notes.*
10. Is the financial statement for the Parts department given to the manager and discussed on a weekly/monthly basis? If not, is a daily operating report of sales, gross profit, etc., provided to the Parts Manager for review (DOC)? *Yes all numbers reported daily from Doc*

11. What is your retail pricing strategy for your Parts department? How often do you check to see whether your pricing goals are being achieved? [Pricing matrix checked daily](#)
12. How often do you audit your dealership's Parts web page? How often are coupons, hours of business, etc., reviewed and updated? [Weekly audit.](#)
13. Do you have a Parts online eStore? How do you ensure that parts order forms/queries are responded to in a timely manner? Who gets the email leads/questions? [Yes the assistant parts manager.](#)
14. What sales training is available to Parts personnel? If training is available, is it mandatory? How often are sales skills assessed, tested, and refreshed? [Manufacture Certification are done quarterly.](#)
15. Do you have a process to offer accessories to 100% of your New and Used customers? If so, what does it look like? If not, why not? [No, working to direct customers to ecommerce store.](#)
16. What would help you sell more accessories? [Fixing the sight.](#)
17. Do you review your wholesale customers to see if their sales, gross, and returns justify the expense of conducting business with them? How often are they reviewed? [Monthly, we just adjusted our matrix.](#)
18. Do you know how much each of your Parts salespeople must sell each day just to breakeven? [\\$1,700](#)
19. What procedures do you have in place to ensure inventory accuracy and integrity? How are variances communicated to the accounting office? [Daily Bin Checks that are random. Random ticket runs monthly and sent to accounting office.](#)
20. Are lost sales being tracked in your DMS? Do you have a common definition that all counter people understand? What is your definition? [Weekly report, if we had it on the shelf sould we have sold it?](#)
21. What is the biggest obstacle to getting your Special Order parts off the SOP shelves and installed/picked up? [Communication with customers. Need to get deposits on customer pay.](#)
22. In your store, what do you feel is the biggest cause of frozen capital and/or obsolescence? What is the current dollar value of your obsolescence? [30k Customer pay not picked up/Tech would order multiple parts to fix a problem to keep customer from not having to wait and not using all of them.](#)

23. What is your phase in/phase out strategy? How do you balance this strategy with factory recommended stocking guidelines (RIM, ARO, Parts Eye, etc.)? [Automatic Programs/ Regional numbers. 3 sales in 9 months phase in or if under that phase out.](#)
24. On a scale of 1-10 (10 = expert level) what is your level of understanding of the information that is on your DMS's monthly summary? [9](#)
25. What is the one thing that your organization can do or provide to help the Parts Manager do their job more effectively? [CMA is great when one needs help.](#)