

## Smart Action Plan

Mark Gillen

N444

Goal: To increase accessories sales form the accessories show room by 15% in the next three months.

### Action Plan:

- Every new vehicle delivery includes a tour of the accessories show room when possible.
- Gift cards included in every sale
- Sales person incentive plan
- Improve display cases as needed based on industry standards
- Market pricing review

### Monitoring:

- Weekly accessories meetings reviewing sales and progress
- Weekly display reviews

### Obstacles:

- Holding the staff accountable for tours
- Keeping the displays up to standards
- Developing a market based price matrix