

## SMART GOAL

### PARTS HOMEWORK ACTION PLAN

#### **SMT**

The overall goal is to ALWAYS improve customer retention and grow our pipeline. From those simplistic actions it feeds the rest of the food chain in our business. I was overall very satisfied with how our parts team does. The main thing I think I could implement or influence that would actually have an impact is customer communication skills.

Our parts team has had more phone training than most but it has not been a main focus as it's for a sales consultant. After attending class it was extremely eye opening that I should be holding my front counter sales to the same standards in some regard to our sales team. To be specific I NEED all my counter people asking for a name and contact information EVERY phone call. Following this depending on the type of inquiry it needs to be handled properly, let me elaborate. Any and all calls regarding quotes or information need to have a quote generated in CDK with first last name and preferred method of contact. From there if parts are in stock and the client turns down the order a reason needs to be listed as to why. My follow up questions that I would want my parts manager reviewing and asking would be: did we build value, did we offer any discounts, did we ask for the SALE. If any of these are no, pick up the phone and call again. If for any reason all of these were answered yes and the answer is still no, next day follow up.

In my discussion with our parts manager this is something he will oversee and monitor. I would like to have this set in stone and built into a day to day process that becomes a habit. I'm going to monitor this on my end by making random monthly mystery shop calls and log the data. After August comes to a close the goal is to have dynatron continually make calls like they do for our service department.

#### **R**

These goals I have set out for us to follow and accomplish completely align with our goals of "And then some". What place that you call regarding parts is going to follow up with you the next day? That is unheard of, in our business being the outlier is what differentiates us from the crowd.

The consequences of not hitting these marks is us staying complacent. Customer retention is the key to our business, especially in times like these with everyone seeing less traffic and gross compared to prior years. The importance of each and every opportunity being handled to the best of our ability is everything.