

As a team, we will increase new vehicle accessory sales from \$1,100 PVR to manufacturer goal / benchmark of \$ 1,500 PVR by 9/1/24

We actually started this on 6/1/24.

Benefit from achieving goal:

1. Additional profits for entire dealership.
2. Achievement of goal will increase parts inventory turns.
3. Departments get to work together to achieve the goal.
4. Critical to maintain maximum payout of quarterly holdback money.

Consequences of not achieving the goal:

This \$ 1,500 PVR goal is set by the manufacturer. This metric is directly tied to the “backend” “JLR Business Builder” (percentage of holdback money paid quarterly) If the goal is not met, we will lose a percentage of money paid to us. As this money is critical to the profitability of the JLR franchise we MUST achieve this goal.

Weekly department manager meetings to track progress. Open discussions to adjust and maintain the vision of the goal. JLR provides a daily updated metric on the backend tool of their “Business Builder” website. It clearly shows the PVR updated daily.

As General Manager, I have met with all department managers and salespeople to clearly define the goal and asked everyone as a team to discuss ideas to streamline the success of the goal and implement a successful process to achieve it.

1. Sales department MUST discuss and offer available accessories at time of vehicle negotiations and point of sale to EVERY customer.
2. Sales department now has “Insignia” POS system to aid in presentation of accessories.
3. Service department has been trained to “understand” the importance of ease for the scheduling of installation of any sold accessories. They now know to make the customer experience a #1 priority to maintain customer satisfaction.
4. Parts department must maintain and update pricing and availability DAILY in the POS tool system.
5. Parts department must also clearly communicate the availability to the sales and service departments to streamline the process.

Potential Challenges ? :

Not having a particular accessory in stock or available for sale to the customer.

Any “breakdown” of the process by any team member within the sale to the customer.

Having a customer tell us “I can buy something similar cheaper” (aftermarket NON-factory part)

Potential Solutions ? :

Utilization of the factory accessory sales reports to determine the “best-selling” accessories for each model and be sure to stock those accordingly.

Continuous training and team discussions to maintain clarity of the goal and the correct process.

Training of all team members to be able to effectively educate the customer on the risk of buying an inferior quality aftermarket parts and the risk of cheap part failures and possible warranty issues.

