

PARTS HOMEWORK – ACTION PLAN

S Specific
 M Measurable
 A Achievable
 R Relevant
 T Time bound

What is your goal? What do you want to achieve? From what metric? To what metric? By what date?
 Example: *"I will decrease my 5K run time from 30 minutes to 21 minutes by June 15."*

S M T

To get our Parts Counter Staff trained in Sales. From our back of house wholesale focused guys to our counter advisor facing customers in person. I will achieve this goal by 6/1/25

How does this goal align with or support your dealer’s vision?
 What are the BENEFITS of achieving your goal? What are the CONSEQUENCES if you don’t?
 Why is this goal important to you?

R

Our entire store is built on customer experience and giving the highest level of customer care. From the moment a client walks in we greet them with a "Welcome to Volkswagen of Nanuet". As we learned; although this should be the standard practice for Sales and Service, it can get left behind in the Parts Dept.

Benefits will be more business and revenue for Parts! This will lead to retention of our typical parts customers (people who like to wrench themselves) as well as those clients who are just looking for a pair of wiper blades or are attempting a DIY bulb changed. Both of these types of clients eventually will buy a car or end up bringing the one they were trying to fix into service. Sales Training will also carry over to our wholesale accounts as well and should earn us more clients in that realm by treating it as a Sales experience. The phone call to our own parts counter was eye-opening and really drove home for me the potential for creating that business to customer relationship within the Parts Dept.

If we do not achieve this we risk a stagnant or regressing trend and a run-of-the-mill Parts Center. We will not realize and open up the full potential of the Parts Dept until we add this (among other things) to their repertoire and skill set.

It matters to me because I would like to see them perform at their full potential as well as it aligning with our core value/vision of Customer Experience as our foremost goal.

PARTS HOMEWORK – ACTION PLAN

How will you track your progress? Where will you find the information? How often will you check in?

S M A T

Tracking will be done by watching for an uptick in counter sales monthly (Via DMS and FS) as well as observing my Parts Team in their real time interactions with clients. In addition I plan on monitoring phone interactions through secret shopper calls as we did in class.

As I work integrally with all departments; real time monitoring will be done daily, FS and DMS monthly

Potential Obstacles?

A

Parts Manager and Staff stuck in their ways

Disconnect felt between Parts Dept. and rest of dealership

Potential Solutions?

A

Present in a positive way showcasing the true potential, using some of the examples we saw in class

Integrating Parts into our Front of House in a conscious way. Doing a vice-versa where our Parts Dept showcases what their daily workday looks like to Sales.

BOTTOM LINE! What is the financial impact (expressed in dollars) of achieving your goal?

S M R T

Certainly, with some sales training we can retain more of the smaller item parts sales that we may be losing solely bc the client doesn't have the VIN handy. By using the flow chart to the Sale or passing to Service over the phone we will gain more revenue as well. By 6/1/25 I hope to see increased profit between Parts and Service passes upwards of \$10k and I believe there is potential for much more

CONGRATULATIONS! You've accomplished your goal! You added or adjusted policies, procedures, and behaviors. Now what? How will you ensure you and your staff do not fall back into the previous habits that produced poor results? Be specific.

S A

Continued training and monitoring of staff. Keeping them engaged by growing our boutique and maybe incorporating some of the more unorthodox items or just expanding our selection of VW merchandise