

05/06/19 - 05/10/19

Parts Immediate Action Plan

Meeting w/

John Reynolds - Owner

David Penton - GSM

Jay Malone - Fixed ops Director

Rodney Pratt - Parts Manager

- Website and presence - A few months ago Google gave us our parts and accessories store. I have already claimed them
 - I would like to buy "reynoldspartsandaccessories.com, and have that link shoot it to our ddc page, where we will have an online parts catalog living on our DDC website.
 - These online catalogs "supposedly" cost around \$200 - \$500 per brand. I don't know if all of the GMs count as one, multi line discounts, etc... I have done no research on this. See Lindsey VW Dullas for an example.
 - After this is implemented, if we go this route, would we want to add any money for accessories search?
Another idea I have had for 2 years is...
 - I had a lady in my internet 20 group that had a "non" affiliated VW accessories store where everything was priced at 10% over mark up. Because of this "online" store, she had one of the largest VW accessories businesses in the north east. Only accessories and as far as the customer was concerned not affiliated with the dealership
 - I can get you a link to website, and the companies that have this platform already built. I already have most of the info
 - **Action Plan - Jay and Rodney to research these avenues and report back**
 - **ETA - JULY**

- Sales Training
 - Parts, Nathaniel speaking
 - I would like to get a "road to the sale" for parts to include
 - Greeting
 - Contact Information
 - Asking for the Appt. What is the point of every phone call we take in the parts dept
 - Action plan
 - I'll email you the quote
 - Do you want me to set this aside
 - Most people that bought this got home and realized they need this
 - Do we have a KFC or a Chick Fil a
 - **Action Plan - Jay will spearhead this and report back**
 - **ETA - JULY**

- Can we differentiate our parts dept, or at least compete with NAPA & Advanced
 - From a customer standpoint, what do we offer them that they don't? Especially if we are not telling them.
 - When people call in for prices on windshield wipers, can the dept install them for free
 - "Come on down, when you pick them up, I'll install them for you, just ask for Nathaniel"
 - This is not for service upsells, just to get the people down here
 - Battery checks
 - "Why don't you come in and let us test your battery for you free of charge to make sure that is the issue?"
 - Brakes
 - "Do you want us to look at them before you replace them so we make sure it is indeed your brakes and not your rotors, complimentary of course"
 - Maybe we could upsell the rotors, or get them turned while they are her, maybe get the service work
 - CAN WE CAPTURE THE SERVICE WORK?
 - **Action Plan - Jay and Rodney to research these avenues and report back**
 - **ETA - JULY**

- Lost Sales
 - We are not tracking this.
 - By NADA guides we should have at least \$4,000 reported per month
 - By tracking this, we could see a shift in our stocking phase-in with our strict 3 in 180. We could be missing some parts...
 - Concerning the "I can get it next day", by not having the part in stock, we will more than likely put them in a loaner car, and the following will transpire. The avg tech is worth \$3.33 per minute. How much time will he spend moving the car out of the lane, getting his next car in the lane, when the part arrives moving the other car out, correct car back in, idle time waiting/checking for parts twice, walking, dispatching etc... A couple of these a month...
 - **Rodney will immediately start this**
 - **ETA - Immediately**

- Adjusting phase out to match phase in
 - Phase in - 3 in 180 days
 - Phase out - none sold in 300 days
 - **Action Plan - Nothing to be done about this, as we use our RIM and PACE programs for stocking not our DMS**
 - **ETA - N/A**