

Dealership **Honda of Chantilly**

Academy Week **Week 2 - Fixed Operations 1 - Parts**

Current Situation Counter Parts Sales potential (40%) on counter retail sales, however they only account for skills and lack of urgency from our staff. They need to understand the

Overall Objective Objectives: our vision with the parts team in order to change their mindset from accessory sales by implementing a new phone script and checklist.

Proposed Timeline Proposed Timeline: areas of opportunity Date: Sept 15-30, 2019 Date: October 1, 2019 Step 3: Implement phone Step 4: Manage Results

Action Plan Describe necessary actions to reach desired result:
Action 1: Initiate recorded phone calls to the parts manager
Action 2:
Action 3:
Action 4:
comfortable and open to the change. script and checklist. Manage by continuing mystery calls to ensure that the new process

Requirements

Meeting with Dealer:
1. Action Proposed: Propose the above action plan to management team

Meeting with stakeholder(s) (dealership personnel):

Describe what is in place to support desired goal:

2. Training / Coaching / ±Consequences related to results / Pain & (team

Consequences: Proposed monthly bonus for increase in expenses, so the additional income will be retained fully.

Accountability: Monitoring progress:

Who: Manager.

What: checklist everytime to ensure the best client experience possible.

3. By When: counter retail sales results for the quarter ending December 31, 2019

How: reviewing recorded phone calls and role-playing new script with part process is being followed. Parts manager tracks weekly progress of

Describe checkpoints that have been established to measure progress: Daily / Weekly / Bi-weekly / Monthly /

Daily:

4. -Parts Manager and Associate trouble following the script or not getting all information on the check track progress.

-Parts Manager posts final numbers and determines associate and that associate shares his secrets to success with the 1

5. Estimated cost for implementation: The should not be any significant cost related to the

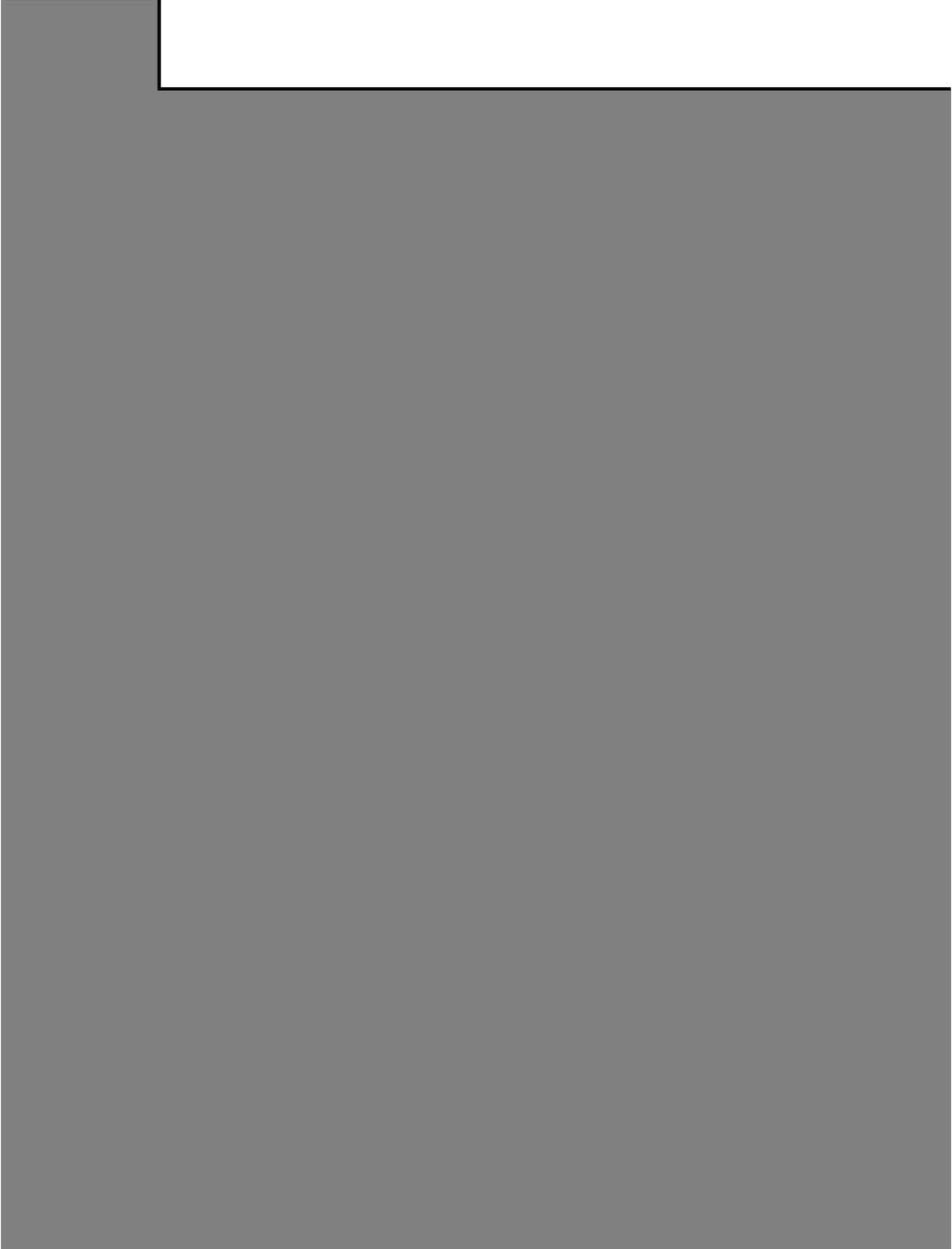
Projected Date of Completion: December 31, 2019

Evaluation of Results: Include measured results.

Impact Areas:

Sales / Gross / Expenses / Net Profit / CSI / sales, and are focused on counter retail sales which are tracked on our monthly financial sales yeild the highest gross profit percentage. Expenses: There is no increase in

Net Profit: Since there are no additional expenses, the increase in gross will go client receives a warm greeting on the phone. The checklist will ensure that we gather other items for purchase (Amazon style selling) and invite the client to the dealership



Departmental Action Plan

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Class & Student Number **N353-25**

Our parts department has the highest margin at approximately 5% of the total department's sales. I believe that we are missing opportunities based on the fact that all positions within the dealership (fixed and variable) are sales oriented.

being order takers to salespeople. Objective 2: Increase counter sales
Objective 3: Manage the new process.

Step 1: Mystery shop the parts department
Step 2: Educate parts associates on the gross opportunity in counter retail sales
Develop a written script and checklist for the associates to follow on retail calls Date: October 1, 2019
Date: Ongoing

parts department and mystery shop each associate multiple times.
Develop a written script and checklist for the parts associates to follow.
Action 3: Review the phone calls with the team to identify what they did well and areas that need improvement
Action 4: Share the gross profit potential of retail counter sales with the team.
Action 5: Set the expectation that the parts associates are sales oriented
Action 6: Ask for input from the team so that they feel ownership
Action 7: Implement the new process

is being followed

um.

Gain

Training: Role-playing new script with

Coaching: Reviewing mystercalls with parts team to discuss positives and negatives

the parts associate that has the highest increase in counter retail parts sales.

Pain & Gain: 1



Parts associates, Assistant Parts Manager

Parts associates following phone

Implement on October 1, 2019 and

1.

Parts manager trains team on new parts associates. Assistant parts manager (or other dealership personnel) continues mystery calls to ensure counter retail sales and posts for the team to see.



SS:

-Parts Manager reviews recorded phone

Weekly:

Assistant Parts Manager review the calls with the parts team and provide additional training to those who

on list.

-Parts Manager posts sales of individual parts

Monthly:

the parts associate that has the highest increase in counter retail sales.

-Incentive goes to

team.



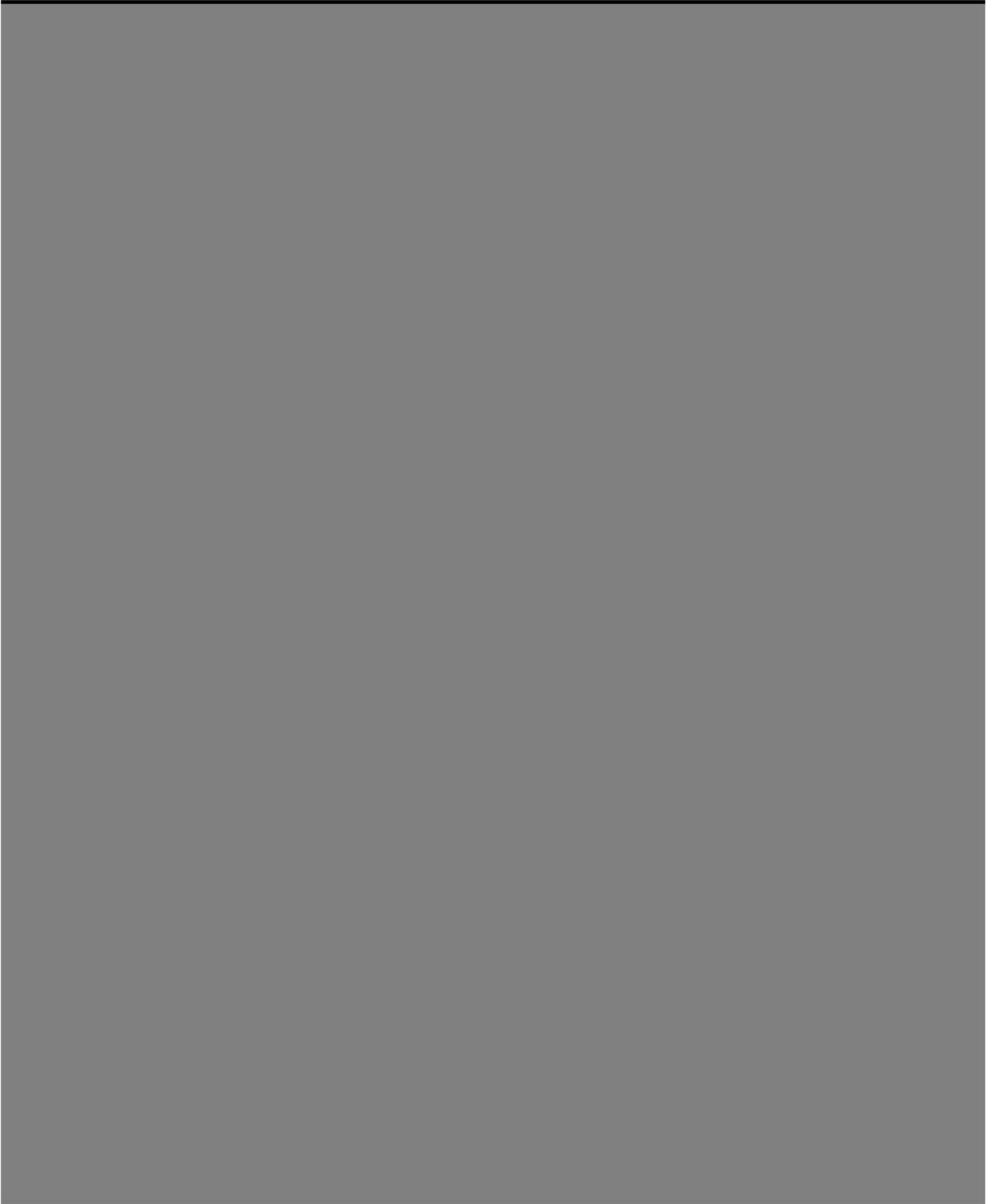
this change.



Sponsor Signature: _____

(± Metrics)

cial statement. Sales: We are projecting an increase in sales. Gross: Due to the projected increase in sales, we will also have an increase in expenses related. CSI: Our new process will provide the proper information necessary to look up the right part the first time. We will also let the client know to visit our service department for installation. This improved communication and care for our clients is



t gross profit
on poor phone

jective 1: Share
counter part and

ment to identify
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people!
eel more
new phone
Action 8:

**PLEASE BE ADVISED THIS ASSIGNMENT
BY IT'S SELF IS WORTH 100
POINTS.TAKE YOUR TIME AND GET IT
CORRECT**

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There will be no

er, and Parts

script and

I measure the

process by
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ne calls

o are having
s associates to

o the top

ting to see an increase of overall
in gross. Our counter retails

phone script will ensure that the
w if we have it in stock, suggest
s likely to elevate our CSI.

