

N360

Kia

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### **Parts Action Plan**

My action plan for the parts department will be dealing with accessories. We have one accessories display that is small, old, and the items in the display are not pleasing to the eye. I hope to update/implement ways to sell/give info about accessories for the store.

My plan is to update the display with new, clean and useful accessories. Hopefully this display will catch on with the sales staff and customers to possibly expand/add more displays. Our building is quite small and packed so the space for adding more accessory displays might be difficult. Especially when there is no real space near the parts counter to have a display. There is only wall space near parts so maybe down the road a hanging wall display.

The idea is to show customers we have to for them customize their Kia to how they want and for the sales staff to be able to show customers the possibility of doing so. This will hopefully create a process of when after selling a Kia bring the customer to parts/service/displays, to introduce them to the possibilities. And before signing out, ask them "what accessories can we add to make this Kia more YOURS!?"

All in all, the hope is to update our accessories display, increase accessory sales and soon pack on accessories to our used Kia's (when we find out, based on sales, if some accessories are more popular/in demand than others).