

**Parts Class #364 Week One, Session Two Action Plan, DAN CLOWES,
TAYLORS AUTO MAX**

Specific- Over the month of June, we will train the parts department to utilize a phone script to ensure the following 7 steps on every call- Enthusiastic greeting, customer's name and contact info, gather details of parts request, communicate pricing and timing availability of part in stock/ installation schedule, ask for sale, communicate all current parts specials, ask for sale and thank them for their business. We will have the parts team utilizing these steps by July 1 2020.

Measurable- Use Call-Rail to monitor, verify, and coach all parts calls from June 15- July 1 and a random sampling of parts calls thereafter.

Attainable- Easily so with minimal phone sales training. Expectation is a happier customer, increased counter/customer pay parts sales, and an easy routine for the parts department.

Relevant- Absolutely. Increased customer satisfaction and increased parts a sales are step in step with dealership vison, culture, and strategy.

Time- We will train through the month, monitor calls from 6/15- 7/1. Expect parts to make it the new norm by 7/1, and we will randomly listen to calls to ensure compliance thereafter.