

## ACTION PLAN 1

What will you do differently as a result of what you learned in this section?

Work with my internet sales manager and parts manager to establish a dedicated parts site as well as integrate an online parts catalog

What will be the benefits of making these changes? What will be the consequences if you don't do anything differently?

We should see additional sales and an increased online sales presence. Nobody in the OEC market has an online catalog, this should get us additional sales.

What obstacles might you encounter and how can you overcome them?

Added expense, web site integration, finding a provider, staff handling the additional work.

Identify your first few steps and the people who can help you with them.

Lesley Halphon and Brett Christian, my parts manager and corporate parts director  
Aubrey Engert our Internet Sales Manager  
Sales at Revolution Parts 480-525-8177

Start Date: 6/15/2020

Completion Date: 8/1/2020

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Lesley Halphen – Parts Manager

Brett Christian – Corporate Parts Director

Amberley Engert – Internet Sales Manager

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