

Trevor Harrison

Based on the material we have learned so far I feel like the best action plan is to increase the sales on accessories business. We as a dealer need to do this as a whole selling accessories packages to customers. As a ford dealer for motor company is giving customers for pass points in which they can use for oil changes or parts items. We need to build kits for our best selling vehicles and sell this accessories at time of purchase. At this dealership only 1 in every 15 vehicles sold do we sell accessories on we need to get to 1 in every 5 vehicles we are selling accessories. The reason is these customers are going to purchase accessories somewhere we should make it from our parts department instead of a online business. With in the next month we will have parts packages for our F150 and F250 our best selling vehicle so that the sales people and finance will have accurate prices to give to the customer on demand for running board leveling kits floor mats. I feel this will increase our gross profit.