

Young VW Mazda Wholesale Action Plan for Parts Department

What?

- Increase sales and gross profit in the parts department
- Measure part return %
- Grow network of vendors

Who?

- Parts Manager
- Parts Employees
- GM

How?

- Have a daily/weekly and monthly running total of parts sales, returns and gross profit in a report broke down by employee. Bonus for employee who generates the most profit.
- Measure the % of returned parts with the reason why and who handled the order. Look for trends with a specific employee or vendor. Counsel employee or reach out to vendor accordingly.
- Visit local shops and solicit parts business by speaking to department managers in person, drop off calendars with dealer logo and information, send mailers to your active accounts with offers or discounts on aged parts.
- Call all underperforming accounts to see what can be done to get their business back and see what caused the fall off in business.

When?

- GM and Parts Manager review performance each month. Did we hit goals?
- Counsel or retrain employees who are struggling with the established metrics.
- Retrain or rehire as needed.
- Send out marketing email monthly and direct mailer once or twice yearly.