

## ACTION PLAN 1

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

Our Parts Dept will implement the discount job aid that was created. The goal is to encourage our consultants not to use a discount without considering the following: Did I build value? Is the part in stock? Are we competitive? Will I lose the sale? - At the end of that series of queries they are then empowered to provide the predetermined structured discount as outlined (5% on accessories, 10% all other list prices excluding price match tires).

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

The intent is to reduce the number of times that we are providing the discount and to ensure that it is not arbitrary when we do. If we do not structure our discount perimeters, it could become an issue of discounting below our acceptable profit margins. Additionally, we lose the trust of the client when they do not know what our pricing and/or discount is based on.

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

The counterpersons could be creatures of habit. It will take a strong reporting cadence to pinpoint deviation via an exception report. Then to coach and reward the behavior that we are expecting.

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

Publish the document to ensure that it is known by all and followed by all. Parts Manager to review the exception report daily.

Start Date: 12/07/2020

Completion Date: Daily, Ongoing