

Nada 374

Henry Olson

Action Plan

Goal: Increase Accessory Sales per new vehicle sold to \$250 per unit by June 2021 from its current number of \$109

Action Plan: Our current per new vehicle sold parts sales is sitting right around \$109 year to date. We currently do not have a strategy for selling accessories at time of sale. I see an opportunity to increase sales of parts \$150 a copy which would in turn increase sales by \$87,000 and in turn gross by \$23,645 at our current gross percentage of 27.17% on accessories. While it is disappointing we don't currently have any coherent accessory sales plan, it is encouraging that any action will improve numbers over what we are currently doing.

Step 1: First I will meet with my parts manager to highlight the most popular accessories available for each vehicle and create sales brochures which can be presented to customers when they wait for finance.

Step 2: We will create accessory displays in our showrooms which highlight some of our more popular accessories so sales can sell the benefits. We have the space for display racks and can use our showroom models as well

Step 3: At the same time we will create cash based spiff program for sales which we will reward at the Monday sales meetings in a public way.

If we can get to the point where at every sale our sales team is at a minimum presenting accessories we will see an improvement in our accessory numbers. I will monitor every month and would like to transition to a pre loaded model once I can show tangible benefits to gross profit for my boss.