NADA ACADEMY

ACTION PLAN 1

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What is your goal? What do you want to achieve? From what metric? To what metric? By what date?

Increase accessories sales through the botique by 20%

BOTTOM LINE: Benefits of Achieving Your Goal

Give the parts department an additional revenue stream

Consequences of Not Achieving Your Goal

Everything stays the same - giving up an opportunity to make more money

When will you start? March 1st

How will you gauge your progress? When? Using which metrics?

Total gross sales, weekly

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What specific actions will you take to achieve your goal? Who can help you?

Reorganize shelves so that the highest selling products are readily available

Place small items like keychains, touchup paint, etc. near checkout counter

Meet with parts department to create accessory specific coupons and incentives

Incentivize salespeople to sell more accesories and point out the botique on the walk

Potential Challenges?	Potential Solutions?
Lack of foot traffic in waiting room	Have service advisors direct them to the waiting room
Parts shelves are away from any sales point	Reorganize shelving so they are closer to checkout counter or have a rotating receptionist in the accesories area

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