

Action Plan

Jeff Labbe Class #380

#1 Increase Web site presence and sales.

My goal is to have a full functioning easy to use site up and running in less than two months

How?

- Make parts its own tab (already did this)
- Find a third party to host our page (we have our first demo set up next week)
- Create excitement in parts about these changes and the potential profits.
- Use both Amazon and ebay to sell parts

Why? Week one was an eye opener on how poor our parts website is. We are losing thousands of dollars a Monthly/yearly. We are selling next to nothing online now.

#2 Increase Phone sales

How?

- Phone training. We have a Fixed ops Manager that is great on the phone he is going to start training next week
- Ford offers a product to listen to incoming calls, we will utilize this product to track progress
- To start we plan to have our strongest parts advisors answer sales calls while we train others.

Why? Our Mystery call did not go well.