

Adonai McCormack

Dealership: Kia of West Nyack

Class: N381

Action Plan:

Based on last week teaching I was, compelled to take a long hard look at my parts department and some of the processes and procedures we currently have in place. In doing so I have found a few new things that we can implement that I believe will be beneficial to bettering our customer satisfaction and department sales. The first One being implanting a parts script with word tracks that teach tech to ask for the sale whether in person or over the phone. In doing this I hope to not only improve the customer experience by making my service and parts advisor go into a detail when speaking to customer about issues they are having with their vehicle, but I hope to increase the number of sales we gain through the phone by teaching them tip to up selling. The improvement to the department may be tracked by weekly sales reports, comparing our prior sales to the ones made after the script was implanted. I am hoping for at 10-15% increase over the first 3 months in the numbers of parts sales via phone and online services.