

Parts Department: Improving the Sale

Most all of the mystery shop calls into the parts department went the same way. Some a little better than others but overall consensus was the same. THE PARTS DEPARTMENT NEEDS TRAINING..... That being said it was a huge eye opener and a great learning experience. I was astounded at the poor phone skills most parts personnel had. Most didn't introduce themselves or even ask for the customer's name. Most didn't invite the customer into the dealership or ask for the sale. One of us called asking needing tires and the parts consultant wasn't able or willing to look up the tire without the size he was asked to figure out what size he needed and call back. Another one of us called and got an automated system, he listened to the prompts but there wasn't an option for parts. He waited on hold for the operator who asked his name and then was transferred to parts. Parts didn't answer and he was sent to voicemail. He never received a call back. Most all stores had the parts requested in stock. While my phone partner and I were on the zoom call I had the opportunity to listen to my senior parts consultant do the absolute worst job possible. I feel like a trained monkey could've and would've done a better job at the mystery shop. I was both embarrassed and enlightened. I know my parts department will be using this script ASAP.

In summary it was brought to my attention recently and reinforced what I already knew. Every person should have clear and concise job roles and expectations. There needs to be a process in place for everyone without exception and they need to be held accountable for their actions or in this case inactions. Without clear expectations and assigned roles no one is held accountable or responsible.

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Parts Department Phone Script:

Introduction: Thank you for calling _____ parts department my name is _____ who do I have the pleasure of speaking with today? And you last name? (be sure to write it down and use it often)

Mr/Mrs _____ How may I assist you today?

Customer gives you reason for call.

(Recap customers needs) I'll be happy to check on that for you.

Have you shopped with us before?

If YES.... Welcome Back

If NO.... Could I ask how you heard about us? (this will help with advertising and future customer acquisitions)

Gather Contact Info: (quickly ask) Could I get a phone number in the event we are disconnected?

Thank you, May I place you on a brief hold while I access this information for you?

Requested Information Confirmation: (With a smile on your face)

In Stock: Mr/Mrs _____ we do have _____ in stock and the price is _____. Would you like me to set this aside for you?

Not in Stock: Mr/Mrs _____ This is a special order item, if I order this part today I should have it by tomorrow in most cases. Would you like me order this for you?

YES: What credit card would you like to charge it to? Great! Please make sure you bring the card with you along with your matching drivers license when you pick up the part.

Would you like to make an appointment to have this part installed?

IF NO: Offer Good, Better, Best options. If Still NO Ask: To help me assist other customer in the future, may I ask why not? (try to find out their objection so you can come up with a solution to fit their needs) If its price and you're not allowed to discount ask for permission to call them back after you consult your manager. The goal is to exceed your customers needs.