

Parts Manager Conversation

Collaborate with your Parts Manager to answer the following questions. Use this opportunity to share new ideas from the class and to coach your Parts Manager on how they can be implemented. Be sure to respect their expertise. **Provide your answers in a different color font.**

1. Have you ever tracked your First Time Fill Rate (FTFR) manually (not using the DMS or your OEM)? What is your current Repair Order FTFR? **We spent time discussing this topic. We both feel we need to improve at this. We first need to start tracking emergency sales and lost sales.**
2. How often do you audit your dealership's Parts web page? How often are coupons, hours of business, etc., reviewed and updated? **This was the first part of our discussion. Our parts manager and I discussed ways we can make our parts department content on the website more current and more appealing to customers. He is going to look over our website coupons, etc. monthly. I am going to look at it weekly**
3. Do you have a Parts online eStore? How do you ensure that parts order forms/queries are responded to in a timely manner? Who gets the email leads/questions? **We like how our order forms an queries function on our website. We are doing a good job of responding in a timely manner. We are working on the quality of our response both via email and phone. We both think that can be improved.**
4. What would help you sell more accessories? **We think we are doing a pretty good job at this but we want accessories sales and gross to be broken out on our Financial Statement. Currently everything is going into parts. We are going to fix.**
5. Are lost sales being tracked in your DMS? Do you have a common definition that all counter people understand? What is your definition? **We went over our lost sales quiz and the lost sales job aid provided in our book. Our biggest opportunity and our goal is to get everyone in our department tracking lost sales the same way. Our parts manager really liked the job aid on what constitutes a lost sale and we both felt like the conversation about our quiz results were very valuable.**
6. What is the biggest obstacle to getting your Special Order parts off the SOP shelves and installed/picked up? **Not having people prepay, Not calling customers enough to schedule install (calling one time), and not having our bin organized in chronological order from when the part was ordered. We have made changes on all these items.**
7. In your store, what do you feel is the biggest cause of frozen capital and/or obsolescence? What is the current dollar value of your obsolescence? **We discussed this topic. We feel like**

our biggest cause for obsolescence is a failed process for special order parts. We rehailed our process and procedures and have already made good strides to improving in this area. We are going to meet again on this next week to see how we are progressing.