

**My goal** is to increase our monthly average accessory sales from \$26,814 (YTD average through November) to \$40,000 This can be easily **measured** through DealerCONNECT under our Parts tab then click on “Mopar Dealer Rewards” and tabulate the dollars for “Accessory Custom Shop”. See example below



September-2021

Dealer Code : 60536  
 Dealer Name : OXMOOR CHRYSLER DODGE JEEP RAM,  
 Group Size : 5

Business Center : Great Lakes  
 DOM : 21  
 District : N

**Monthly Outbound Sales Performance**

Balance To Go	% of Sales Objective			
	>= 110%	>= 100%	>= 90%	< 90%
\$102,946	\$75,744	\$48,541	\$0	

**2021 YTD Missed Opportunity: \$215,572**

Total Sales	Retail and Internal	Wholesale	Accessory Custom Shop	FCA Service Contract
\$196,282	\$82,235	\$99,175	\$10,117	\$4,756

MTD Sales	Projected Exit	Sales Objective	% of Objective
\$196,282	\$196,282	\$272,026	72.16%

**Qualifier**

Qualifier	Discount Earned Grid			
5 out of 5	9%	8%	6%	4%
4 out of 5	6%	6%	4%	3%
3 out of 5	4%	4%	3%	2%

Metric	Qualified	Performance
Loyalty (August)	YES	96.4%
Maintenance Penetration (Jul, Aug, Sep)	YES	\$95.45
ARO Compliance (August)	YES	92.9%
Qualifier - Min. 3 out of 5	NO	2 out of 5
(August) Sales (with WD and Wholesale Redistribution)		\$246,878
(August) Market Share		59.2%
WD Sales (September)		\$0
Wholesale Redistribution (September)		\$0
Hit and Win Bonus Disc. - Applied to October Purchases (Must be Loyal, ARO, Maintenance Penetration and Min. 3 out of 5) 4% - at least \$600,000 August Sales or Market Share >= 100% 5% - at least \$850,000 August Sales		0.0%
Participation Bonus Disc. - Applied to October Purchases. Included in Discount Earned Grid. 1% - 8/8 Qualifiers and >= 110% of Sales Objective		0.0%
Wholesale Certified (August) 1% discount for Wholesale Certification. (Must be Loyal, ARO, Maintenance Penetration and Min. 3 out of 5). Included in Discount Earned Grid.	NO	0.0%

**Total Discount Applied to September Purchases (earned prior month)** 2.00% Q4

September MTD Dealer Rewards Discounts Received	
(September) Eligible Purchases (Non - Promo)	\$229,840
Calculated Discount Applied to Purchases	1.4%
September MTD Dealer Rewards Discounts Received	\$3,327

Retail and Wholesale represent sales calculated at Mopar Dealer Net and exclude warranty and wholesale redistribution. FCA Service Contract amount reflects activity paid to dealer. Accessory Custom Shop reflects Dealer Sales to the end customer. Times purchased outside of Mopar are reduced from total sales. Order Period is from 7th of this month to the 6th of the following month. MTD = 1st of the month through last day of month. **Maximum Dealer Rewards Discount is 10%.**

\*2021 YTD Missed Opportunity = (YTD Eligible Purchases \* 10%) - YTD Dealer Rewards Discount Received  
 Reports prior to Jan-2021 are available under Parts > Reports > Mopar Parts Sales Reports > Incentives  
 Last Close Date Reported = Sep 30, 2021  
 Last Receive Date Reported = Oct 6, 2021

12/15/21 Jan - 16,738 / Feb - 16,744 / March 43,120 / April 35,399 / May 27,459 / June 46,252 / July 28,765 / Aug 24,762 / Sept 10,117 / Oct 22,446 / Nov 21,147 (YTD Avg: 26,814)

This will be **achieved** by installing Mopar’s accessory-to-vehicle visualization platform that guides the showroom process of offering customization during the vehicle purchase process. Whether on a showroom pc, kiosk, tablet, or mobile device is accessible to sales associates and customers anywhere and at any time in the showroom, service drive or even at home. Sales associates will be required to offer on all new and CPO vehicles at time of delivery eventually moving responsibility over to delivery specialist once new showroom is in place. Customers in waiting area will have access to touch screen wall mounted display to play with while they wait for parts or service. Jeep has massive accessory sales in the industry, and we will get our fair share by giving our customers a visual buying experience.

The **benefit of achieving our goal** is (a) increased sales (current monthly average \$26,814) less projected sales \$40,000 = \$13,186 x’s 12 months = \$158,232 in increase annual sales. Cost per month through Mopar approximately \$200. (b) No returned parts, accessories will be 100% paid for prior to ordering and installation. (c) Improved true turns & monthly supply as parts will not be sitting on the shelf for any length of time.

We will implement **(time bound)** as soon as IT can set up the new program, most likely first of year.

We have **buy in** from all that has seen the video (GM, GSM, Parts M, Service M). I am very excited about this opportunity because I have used Reynolds (expensive platform) program and tripled accessory sales at the largest Honda Store in our State.