

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. What formal parts management training does your parts manager have (for example, the NADA Academy Seminar)? **Honda part school in New Jersey, GM parts school, online modules for Honda are a constant as well as school for ERA (Reynolds). Mostly just "The school of the hardnocks, 31 years of gut feelings"**
2. Does your Dealership/Parts department have a Vision statement that all departmental employees know and understand? What is it? **NO**
3. 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? **NO**
4. What percentage of your business comes from Inside (RO/Internal/Warranty/Body Shop) vs Outside (Counter Retail & Wholesale)? **60% internal 40% wholesale/counter**
5. What policies, controls, and security are in place on your DMS (via Privileges and/or the Exception or Deviation Reports) to prevent counter people from changing the pricing structure during daily transactions? **NO LOCKS**
6. Who can change/override parts pricing? Cashier? Service Director/Manager? Service Advisors? **ONLY PARTS EMPLOYEES EXCLUDING DRIVERS**
7. Are you at Retail pricing for Internal? Who established your Internal parts pricing policies? Are they current? **Below retail, established 31 years ago**
8. If you are in a Retail Reimbursement for Warranty state, are you at retail for warranty? If not, when was the last time you petitioned the OE for retail reimbursement? **We are over retail on warranty pricing.**
9. Do the Parts, Service and Body Shop Managers work with the Office Manager/Controller monthly to follow up on all Work in Process (WIP) documents. Do they verify that all parts invoices and repair orders are closed out in a timely manner? What does this look like? **Service manager takes care of service WIP pertaining to parts and the controller takes care of counter and wholesale**
10. Is the financial statement for the Parts department given to the manager and discussed on a weekly/monthly basis? If not, is a daily operating report of sales, gross profit, etc., provided to the Parts Manager for review (DOC)? **Once a month.**

11. What is your retail pricing strategy for your Parts department? How often do you check to see whether your pricing goals are being achieved? **"We're in Patchogue, we try to price everything fairly, we follow the market. We don't have any goals"**
12. How often do you audit your dealership's Parts web page? How often are coupons, hours of business, etc., reviewed and updated? **Never looked at the website.**
13. 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? **NO**
14. What sales training is available to Parts personnel? If training is available, is it mandatory? How often are sales skills assessed, tested, and refreshed. **Monthly online Honda modules.**
15. Do you have a process to offer accessories to 100% of your New and Used customers? If so, what does it look like? If not, why not? **Sales doesn't see much a return from this so never tried.**
16. What would help you sell more accessories? **If Honda would lower cost.**
17. Do you review your wholesale customers to see if their sales, gross, and returns justify the expense of conducting business with them? How often are they reviewed? **Every so often I look returns vs gross. I've had to fire a few accounts in the past.**
18. Do you know how much each of your Parts salespeople must sell each day just to breakeven? **NOPE**
19. What procedures do you have in place to ensure inventory accuracy and integrity? How are variances communicated to the accounting office? **Once a year its gone over with the controller.**
20. Are lost sales being tracked in your DMS? Do you have a common definition that all counter people understand? What is your definition? **We try to but its always hard determining what exactly is a lost sale. To me, if I don't have the part on hand and the customer doesn't want to wait and buys elsewhere, that's a lost sale.**
21. What is the biggest obstacle to getting your Special Order parts off the SOP shelves and installed/picked up? **Service department making appointment for customer.**
22. 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? **Customers never coming back for SOP and the manufactor making small changes that make the accessory not the new year model.**
23. What is your phase in/phase out strategy? How do you balance this strategy with factory recommended stocking guidelines (RIM, ARO, Parts Eye, etc.)? **we use gut feelings**

24. On a scale of 1-10 (10 = expert level) what is your level of understanding of the information that is on your DMS's monthly summary?

10

25. What is the one thing that your organization can do or provide to help the Parts Manager do their job more effectively?

I need more help, counter, drivers, everything