

Parts Homework – Action Plan

My goal

I would like to increase my monthly accessories sales from 6837.00 to 12k by sept 1.

Benefits of this action plan

This aligns with dealer vision by offering more options to our customers and delivering personalized services. Benefits would be a 15489 increase of sales over three months and a yoy increase of 61956.00 sales converting to 15489.00 gross yoy.

Specific Actions

1/ I will have each new and used vehicle sales customer to be introduced to the parts department where they will be given all the accessory options and prices available for their purchase. The sales manager will have to make this a process. I would like to see a sign off sheet for each deal that they spoke to parts about accessories. Sales manager and parts manager will be accountable, expected results will be increased accessory sales by Sept 1.

2/ I would talk to GM about the potential of pre-loading new and used vehicles with accessories and show him the benefits of adding accessories when the vehicle is bought or delivered to the dealership. . Sales manager and parts manager will be accountable, expected results will be increased accessory sales by Sept 1.a

Tracking

I will track with our daily doc we have available to all managers.

Potential obstacles

Sales not introducing customers at time of deal.

Solution

Make a sign off sheet that must be included in the deal for salesperson to get paid and a 50.00 penalty for not getting done.

How to not fall back

Make it a process and hold everyone involved accountable.