

SMART GOAL: Increase Retail Counter Sales Via Incoming Calls

SMART Goal: Increase Parts Counter Retail Sales by 20% (\$49K) in 3 months by implementing sales training, an incoming call guide, and utilizing Ignite to save quotes and follow up with parts requests.

What will you do differently as a result of what you learned in this section?

Focus on sales training and implementing an incoming sales call guide so the parts team has the tools to maximize and increase sales on incoming parts call inquiries. Utilize Ignite to track and follow up with parts inquiries.

What will be the benefits of making these changes? What will be the consequences if you don't do anything differently?

Benefits will include increased parts sale and additional gross profit for the parts department and higher customer satisfaction. IF we do not make these changes our sales will not increase.

What obstacles might you encounter and how can you overcome them?

Obstacles will include getting buy-in from those that will be taking calls and implementing a comprehensive training program.

Identify the first steps and the people that can help you with them.

Have a meeting with the parts director and work with him to develop an incoming call guide and training program for the parts managers that will be taking the incoming calls. Schedule training with Reynolds & Reynolds for Ignite so all parts managers know how to use quote system so they can follow up with customer parts requests.

Start Date: 04/1/2023

Completion Date: 06/30/2023