Parts Wholesale Action Plan

- Specific- Diversify our avenues of gross revenue and become less reliant on our service department. We will increase our outside sales from 21% to 40%. We will use our 60 years in the community to rebuild relationships with locally owned businesses and provide them with excellent customer experience, offering incentives as they grow with us. We will make a minimal investment in our parts/service waiting area and offer items for sale, along with coloring books and fun items for the children to keep them occupied while they wait.
- Measurable- We will make a list of all our previous wholesale accounts and rate them by sales and loyalty time in the community. This will ensure that our risk is minimized and allow us to focus on correct orders and excellent customer service. We will have daily meetings for the first month and go to weekly meetings thereafter. During the meetings we will provide daily sales and gross profit.
- Attainable- With all the body shops popping up in our area this goal is very attainable. We have multiple franchises that operate through our parts department. Offering OE parts is an untapped market for us. 19% gain should be our low water mark.
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