

1. Decrease Overtime:

Excessive overtime costs the business money by paying inflated overtime hourly rates. Implementing flexible work schedules for our parts staff and cross training the team might be efficient solutions since often key employees are the ones that accrue most of the overtime hours.

2. Increase Marketing Budget:

A marketing budget can be a great investment for the business. It can help us increase brand awareness, generate leads, convert leads into customers, retain customers, and grow our business.

3. Establish eBay Account:

Establishing an external account will help increase parts sales. eBay is a good choice since their customer service staff are very helpful, they charge relatively low fees compared to other platforms, they use straightforward listing process and flexible selling options with both fixed price and auction formats.

4. Reduce Aged Inventory:

This include accelerating sales through marketing and promotion or reaching out to other shops and service centers to see if they are in need for the parts. Track the age of all our inventory, then based on average demand and turnover, know when to decrease or cease ordering.

5. Control Discount:

Discounts can get a bad rap, conjuring images of undesirable excess inventory, but when approached with a thoughtful strategy (Seasonal Discounts, referral and loyalty programs, bundles), offering a discount can drive customer acquisition and foster long-term customer loyalty.

6.Track Lost Sales Weekly:

A lost sale happens every time we lose an opportunity to sell a part, whether it be over the phone, over the counter, or in the Service Department, the profit (parts & labor) walks out the door with the customer. Tracking lost sales will help know the reasons and avoid them.

7.Understand Competition:

Knowing who our competitors are, and what they are offering, can help us to make our products, services and marketing stand out. It will enable us to set our prices competitively and help respond to rival marketing campaigns with our own initiatives.

8.Educate Employees on Parts Knowledge:

Knowledgeable parts department staff can ensure an adequate inventory that keeps service operations as productive and efficient as possible. Up-to-date skills drive up shop productivity, keep labor and parts costs in check, and hold downtime to a minimum.

Start time: ASAP

End time: by the end of the year 2023