

# SMART ACTION PLAN – ACURA

We will create a process for sales to be able to offer the opportunity to personalize a client's new vehicle while going over the final paperwork and waiting for finance to wrap up the deal. This goal would be to have this planned out by and implemented by July 1<sup>st</sup>.

The benefits will be increased sales and parts gross sales and better customer service along with retention. If we do not create a process then we will remain exactly where we are vs. moving forward.

The obstacles that we might encounter are people sometimes find it hard to change a process or follow a new procedure, but I think that when explained why we are creating this and sharing the benefits with the team they will see the bigger picture.

First few steps will be to begin will be:

1. Ensure that we have Accessory and Parts pricing sheets as part of the deal jacket that the client must sign off on that they were offered the opportunity to customize their new vehicle while taking delivery.
2. Confirm that the prices on the sheets match those online from the OEM site and are priced realistically and within the current market. (Call both Crown and Maus Acura to get some price comparisons)
3. Consider offering the client a small savings for purchasing accessories during the time of delivery (5-10% off retail etc.)