

SMART GOAL

My goal is '***to increase our online Parts sales from 0% to 5% of our total sales by March 18th, 2024.***'

- I have chosen this timeline because it is exactly 6 months from today
- We currently have a parts order form on our website, but we do not have any means of purchasing said parts
- We also use Accessible Accessories as a sort of catalogue for our customers. This catalogue does have pricing that we have input into the system, however, the customer would have to call in or come into the Dealership to be able to order those parts
- We are currently speaking with Revolution Parts, so I believe that this is a very manageable goal (our Parts Manager has a meeting set up with the Owner at the end of this week to discuss the additional increase to the Parts budget)
- While 5% may seem like a small goal, our demographic is 50+ and as far as I know, no other Dealers are offering this. I want to ensure that there is in fact a market for online sales in our City