

SMART Goal

Our parts accessories & lifestyle displays needs updating and new displays.

David, our Parts Manager reached out to our Fixed Operations Manager for availability of display cases in stock or something with a quick turnaround time if ordering is necessary. Our current cases look dated and some are damaged so stocking them became a secondary thought and over time became neglected. Now understanding and addressing our display case situation, we'll order items that we know to move fast and items specific to the cases for variety and current models selection.

We'll plan to place the lifestyle displays near the vehicles and outfit the most desirable vehicles with factory parts and aftermarket props (tents, outdoor chairs and grill) to show additional capacity and enhance the ownership experience. We already filled the showroom displays with Nissan branded sunglasses, hats, umbrellas, key chains, yeti cups and toy logo models. The showroom now has the tents, chairs and cooler creating a tail gating theme. Service drive and parts displays on order.