

ACTION PLAN 1

What will you do differently as a result of what you learned in this section?

REVISE THE PARTS PAGE/TAB ON OUR COMPANY WEBSITE TO HAVE A STAND ALONE PRESENCE INSTEAD OF HIDDEN WITHIN SERVICE TAB. HAVE ACTIVE PARTS CATALOG DISPLAYED W/PART #S AND ABILITY TO BUY ONLINE.

What will be the benefits of making these changes? What will be the consequences if you don't do anything differently?

THIS WILL INCREASE OUR TOTAL PARTS SALES AND IMPROVE OUR PERCENTAGE OF COUNTER RETAIL SALES. CURRENTLY WE ARE AT 25% VS 41% GUIDE, WHICH REPRESENTS A \$72K OPPORTUNITY

What obstacles might you encounter and how can you overcome them?

- STAFF BUY IN FOR A NEW SYSTEM (MEET TO DISCUSS AND PLAN)
- BILLING & ORDERING FROM 3RD PARTY VENDOR (ADDRESSED IN DEMO CALL)
- STOCKING & LOGISTICS TO FULFILL INCREASED ORDERS (MONTHLY DEPT. MEETINGS)

Identify your first few steps and the people who can help you with them.

STEP 1 - MEET W/PARTS STAFF TO IDENTIFY ISSUE AND AGREE UPON VALUE OF PROPOSED SOLUTION.

STEP 2 - CONTACT REVOLUTION PARTS FOR DEMO & QUOTE

STEP 3 - SET UP FOLLOW UP & TRACKING SYSTEM FOR ONLINE QUOTES & ORDERS

Start Date: 9/15/23

Completion Date: 11/1/23