

Lost Sales Action Plan: Matthew Barker

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

- We will regularly keep track of how many/how often popular parts need to be kept in inventory. This ensures no sales are lost or go to other stores.

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

-The benefits are incredibly important. Increased customer satisfaction for quicker service and being able to limit dealership trips due to part availability.

-Having correct stock allows other dealers to rely on you, which increases sales and eliminated lost sales.

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

-OEM part shortages limit the ability to keep a needed amount of inventory.

- Worker strikes such as the UAW

- The way we overcome these obstacles is to be proactive to the news. When we hear news of a possible part shortage or labor strike. We order specific parts in large quantities to ensure we have an ample supply.

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

-The parts manager is the main individual who can help. We already have implemented the steps i listed earlier to prevent the obstacles disturbing business. We do a lot of parts wholesale to other dealerships due to our parts inventory.

-The best thing we can do is to stay consistent with what we are currently doing.