1. In Bob’s webinar, he asked you to consider what experiences you wanted your customers to have at your parts counter and challenged you to make sure that message was being delivered – Bob mentioned that he would like your customers to say “They have great prices and seem to have everything I need.” What message would you like customers to say, and what are you doing to craft their experience toward your message?
2. Bob discussed the importance of having processes for every part of your parts department. What processes do you have for Special Orders, Emergency Orders and updating the service department on the status of parts on backorder?
3. Profitability comes from knowing key numbers and measuring against them. In the webinar, Bob talked about the importance of knowing your key performance indicators for your parts and evaluating how you measure up against other dealers like yourself. In outdoor power, the dealerships that Bob and his team consult with have margins on OEM parts ranging from 48 to 53%. In compact tractors they should be running from 42% to 45% and in Ag and Construction they should be averaging 38% to 42%. How are you doing and, if you are low, what can you do to improve without impacting your customer’s perception of your parts department?
4. Transaction Time is the time it takes to move a customer from the initial contact at the parts counter to have them walking back out the door with a part in their hands. Bob’s goal is to have the time be 4 minutes or less. How does your parts transaction times compare on the average? If it is higher, what can you do to reduce it?