Part Managers - over the next 90 days, ask yourself these questions to ensure that you are ready for season.

* Review your parts counter messaging.  What do you want people who come up to your parts counter to say to their friends and neighbors about your parts department?  How are you communicating that message?   The key concept you want to communicate is this, "They have the right parts and great prices."
* Have you taken an outsiders look at your parts counter?  What does it say to new customer? Would a fresh coat of paint help the look and feel? What about new shelves or better lighting?
* Have you done an evaluation of the phone conversations and in-person interactions that your counter help is having with customers? What training should be implemented to help them improve?
* Are the parts that are on the showroom floor producing the right amount of profit per square footage?  If not, what can you do to improve your displays? Signage?
* Have you considered setting up a place so that a customer can look up their own part if the parts counter is busy?
* Have you ran your parts sales by volume report and reset your fastest moving parts close to the parts counter?
* What specific "special" are you going to promote each month of season?
* Are you going to offer any one-time preseason special pricing for commercial customers?
* Are you sure that you have the service parts on hand for any new models manufacturers introduced for the new year?
* Have you evaluated any price sensitive parts and made sure they are at or slightly below MSRP?
* Using Velocity Pricing, have you adjusted some of the slow-moving parts margins up to offset any loss of profits you had on adjusting price sensitive parts down?
* Do you know what your transaction time was for last year and, if you do, what is your plan for improving it this year?

Need some help?  Feel free to reach out to us.  Make 2021 a record-setting sales year for your Parts Department.