



Parts Foundation Course

Equip your Parts Counter Professionals with a solid grasp of best practices on the Parts Counter and a clear understanding of their daily impact on the dealership. They will also be exposed to an overview of the basic strategies for optimizing inventory and maintaining an efficient stockroom.

Target Audience

This course helps participants understand the processes used in a modern, progressive Parts Department. It also gives managers insight into the capabilities of newer team members, helping ensure they get off to a strong, healthy start.

Broader Audience

The course is also a valuable resource for dealership employees who work alongside the Parts Department—Service, Sales, Finance, and more. Gaining exposure to these concepts deepens their understanding of how the Parts Department operates and supports the dealership as a whole.

Agenda

Day One Morning - Counter Skills

- Five phases of Customer Interaction
- Non-Verbal Communication
- Up-selling Parts - Assumptive Selling vs. Suggestive Selling
- Handling Price Objections
- Working with frustrated customers
- Recording Lost Sales – when to do it and why it's important

Day One Afternoon – Promoting Parts in the Store

- Using the Parts Counter as Promotional Space
- Your role in Parts Merchandising
- Leveraging End Caps
- Essential In-Store Maintenance

Day Two Morning – Profitability in Parts

- Margin vs. Mark-up
- Discounts: Growth required for a discount
- Impact of Daily Orders vs. Stocking Orders
- Managing and recovering Freight Costs

Day Two Morning - Inventory Management

- Selecting the right parts to stock
- Purpose of MAX and MIN levels

Day Two Afternoon - Stock Room Management

- Velocity based slotting and Dynamic Slotting
- Cycle Counting vs. Physical Inventory
- Root Cause of Inventory Accuracy problems