

How do you increase accessory sales at the dealership level?



GENERAL MOTORS POWER OF PERSONALIZATION INITIATIVE



OPPORTUNITY

In 2004, SEMA (Specialty Equipment Market Association) released statistics for accessory sales industry-wide, reporting that accessory sales had reached 30 billion dollars with automotive manufactures capturing only a small percentage of those sales..

General Motors decided it was time to capture their fair share of the market since they averaged only 37 dollars PNUR (per new unit retail) sold.

At the same time GM was reorganizing their parts distribution model from a central location to ADIs (Accessory Distributer Installers) located strategically around the country.



SOLUTION

Jim Million and his team took on the challenge, who were currently working as a second tier vender under the first tier vender BI Worldwide.

They created a solution that incorporated a three pronged approach.

- Keynote presentations at each of the 80 ADI launches nationwide to get the dealers on board.
- ADI Training on how to sell accessories and consult with dealerships in sales and service.
- In-Dealership Consulting sharing the processes necessary for selling and installing accessories more successfully.



OUTCOME

As a result of this three pronged approach GM was successful in increasing their sales from the 37 dollars PNUR to over 137 dollars and climbing.

They were so successful in the 120 stores they were given to work with that GM decided to offer the training to every GM store nationwide.

In order to handle the volume of dealerships GM hired their own In-Dealership Consultants to support each of their Regions.

Jim worked initially as a dealer sales trainer and consultant for General Motors to develop and teach dealer workshops on accessory retail selling process.

Jim knows the automotive retail selling environment well and was able to use this experience to develop a unique and motivating series of training modules for dealership personnel that focused on accessory profit opportunity.

Jim is a gifted speaker — he has an engaging style, good command of his subject material and teaches through best practice sharing.

Nancy Philippart

