



GM ACCESSORIES Road Map to Successful Accessory Integration into Dealership

- 1) Own the bed protection business.**
 - a. 92% of all people that purchase a new truck will get some form of bed protection.**
 - b. Where they get their bed protection is where they will get everything else.**
 - i. Steps**
 - ii. Hitches**
 - iii. Wheels**
 - iv. Oil Changes**
 - v. Advice on Where to get their next vehicle**
 - c. If you don't get 92%, you have customers leaving and going someplace else to satisfy an automotive need.**
 - i. You run the risk of losing them.**
- 2) Participate with LPO's.**
 - a. Use them to differentiate your inventory.**
 - b. Use them to "Manequinize" your inventory.**
 - c. Increases dealerships fixed coverage.**
 - i. Increased labor during PDI.**
 - ii. Repurposing take off equipment.**
 - 1. Wheels.**
 - 2. Grilles.**
 - 3. Miscellaneous Items.**
- 3) Business Choice.**
 - a. Easy way to add additional gross profit on commercial customers.**
 - b. Reduces expenses typically associated with business choice product installations.**
 - i. Transport expenses.**
 - ii. Customer pay portion of business choice.**
 - c. Keeps the business in the dealership.**

4) Merchandising and Marketing

a. Dynamic Publishing

- i. Use to identify LPO's on vehicles.**
- ii. Use to create wishlists that can be used during the vehicle sales process.**
- iii. Use to create posters and banners.**

b. Chrome Website

- i. Virtual vehicle configurator to show how accessories would look installed on customers vehicle.**
- ii. Online catalog for easy look up of accessories.**
- iii. Totally customizable to individual dealership.**
- iv. Can be used to facilitate internal accessory sales process.**

c. Displays

- i. Parts Pro Shop.**
- ii. Vehicle wheel stands for LPO equipped vehicles.**

d. Accessories Traffic Builder.

- i. Direct mail to new car customers.**
- ii. Conducted by GM Retail Marketing Services.**
- iii. Very inexpensive.**
- iv. Totally customizable by the individual dealership.**

5) Sales department accessory process.

a. Stand alone department approach

- i. Creates an accessory expert at your store.**
- ii. Breaks the accessory presentation apart from the vehicle presentation.**
- iii. Can be difficult to achieve 100% T.O.**

b. All sales consultant approach.

i. Gross profit approach.

- 1. More traditional.**
- 2. Easy to Install.**
- 3. Can lack the proper motivation.**
- 4. Doesn't define the incentive.**

ii. Non-gross profit approach.

- 1. More difficult to install and track.**
- 2. Better defines the incentive (10% of MSRP).**
- 3. The best approach for a sales department.**

4. Retains more accessory gross profit than any other approach offered.

6) Service drive process.

- a. Very easy to implement**
- b. Utilizes the Dynamic Publishing tool to create handouts for the customer.**
- c. Focus on easy, inexpensive items.**
- d. Focus on easy to install items.**
- e. Must be willing to stock fast moving service drive accessories.**
 - i. Splash guards.**
 - ii. Console organizers.**
 - iii. Vent visors.**
 - iv. Bug deflectors.**
 - v. Door sill plates.**
- f. Compensation plan is optional.**
 - i. Advisors tend to have pay plans structured around labor hours sold.**

7) Internet Process.

- a. Use the chrome tool to merchandise on the web.**
- b. Cobalt website.**
- c. Accessory banner on dealership home page.**
- d. Email blasts to consumers targeting accessories.**

8) Body shop process.

- a. Show customer the value in adding accessories during their collision repair.**
- b. Many times, customer can “upgrade” to an accessory for little or no money out of pocket.**
- c. Easy way to turn a bad situation into a positive one.**
- d. This area is typically untapped at the majority of dealerships.**