



10 TRACKS to SUCCESS

Production

- **Production Manager**

Monitors quality, personnel, inventories, and work flow to improve production capacity. Track and work to improve sales volume. Program should be operated as its own Profit Center.

- **Applicator**

Applicator should be self-motivated, detail oriented and should have a good working knowledge of procedures, product and equipment. He should be able to complete a high quality unit in 2 hours and 3 to 4 units per day.

- **Facilities**

Adequate preparation space to meet capacity. A spray enclosure with an exhaust system that contains, control, and exhausts airborne particles. Enclosure should be well maintained and routinely cleaned. Well organized tools and consumable items to facilitate production time.

- **Equipment**

All equipment should be clean and operational. Keep inventory of spare parts, lubricants and other items. Manuals and training materials should be available to applicators.

Sales

- **Champion (GM/GSM)**

The champion is fully invested and actively monitors the sprayed-on bedliner program for both production and sales. The champion always views it as a profit center.

- **Sales Procedures**

If inventory is not pre-loaded, salesman, sales manager, and F&I managers, should support each step of the sales program with the understanding that it is profitable for all departments in the dealership.

- **Sales Training**

Sales staff should acknowledge that bedliners are a need not an accessory. 90% of customers consider it a want or need. 75% prefer to buy it at the dealership.

- **Incentive Program**

The dealership personnel need to be incentivized for their performance.

- **POP Material**

Point of Purchase items should be displayed in multiple points of the dealership. A demo truck should be available inside or on the lot and be an active part of the sale. Customer should know that they can get a sprayed-on bedliner at the dealership.

- **Performance Tracking**

Tracking includes comparison of truck sales versus sprayed-on bedliner sales. Dealership is actively meeting and exceeding their proforma goal.