

14 | PROMOTING THE ACCESSORIES RANGE

Standard Benefits

- **Customer:** See Maserati Accessories. Be advised on the accessories available for the vehicle ordered or owned and informed of the prices charged. Take delivery of your vehicle with the accessories ordered and placed.
- **Dealership:** Increase the sale of accessories, develop Aftersales activity.

Main functions concerned: Parts Personnel, Service Advisor.

1 Designation of Parts Personnel

- The Parts Personnel has a function description.
- The Parts Personnel is managing the various actions presented in this standard, together with the Service Advisor

2 List of accessories to promote

- List accessories for each model of the range with price including installation and VAT
- At least one copy of each accessory in the list is in stock.
- The list of selected accessories is in the possession of each seller, handler and CS.

3 List of accessories to be displayed by the Parts Personnel

- In furniture/showcases, on a showroom vehicle(s) and on the website of the dealership.
- List by launch vehicles, seasonality (summer/winter) and promotions in progress.

4 Implementation of communication media

- Video presentation of the range of accessories and web animations on screens (TV, digital frame, internet) in the Showroom and at the Aftersales reception.
- Brochures on self-service display cases.

5 Furniture/window installation Accessories

- In the showroom.
- In Aftersales reception.
- In the delivery area (delivery accessories).
- Clean furnishings (no dust or fingerprints) and well-stocked.

6 Exposure of at least one accessorized vehicle in the showroom

- Accessories adapted to the season.
- Accessories complementary to those displayed in furniture/showcases.

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7 Monthly tracking of accessory sales

- Accessories sales to be added as a specific KPI and highlighted in the reports or presentations of each internal monthly global activity review with Aftersales, Sales, Parts personnel and Spare parts manager.
- Indicators to follow: accessories turnover and / or accessories turnover per new sales.