



MAKING AFTERMARKET SALES A HABIT

We are dedicating this monthly newsletter to sharing information with you about how your organization can make Aftermarket Sales "a Habit"

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Monthly Tip

Increasing Attention on Aftermarket helps to stimulate action

Since we've made it our mission to Make Aftermarket a Habit, we will continue to share tips, ideas, and examples on how you can make this happen. Keeping Aftermarket in the forefront of your strategy and execution processes is very important.

In our last tip, we discussed how forming and changing habits is hard, but with small incremental changes in your routine, habits can become ingrained. Make no mistake, this requires discipline

and practice so starting early, small and often is a good way to get going.



One way to ingrain these questions and approaches in your daily operating routine (or habits!) is to make them a standard agenda item on your weekly/monthly/quarterly operating reviews. Make sure you set specific goals; make them measurable, actionable, realistic and time-bound (SMART). Even better, design and set an appropriate review cadence for each goal.

TIP

This leads us our tip:

Estimate your Aftermarket Revenue Entitlement gap, and make closing this an integral part of your execution routines and processes. Set SMART goals and measure performance regularly.

World-class Aftermarket organizations apply these practices across all levels of their organizations and enjoy above-average performance in key Aftermarket metrics. Start your journey to become a leader in the Aftermarket.

To find out what your Entitlement Gap is, write to us at info@entytle.com.



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