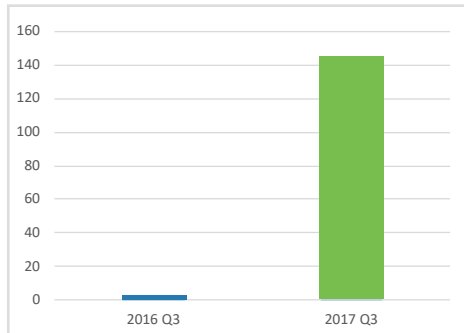
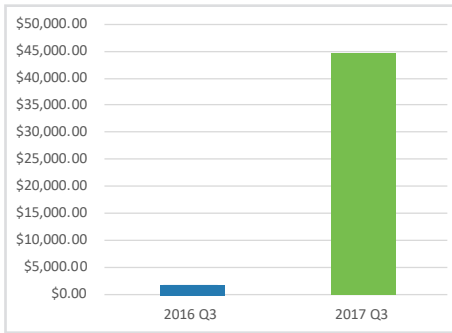


**Transaction Count**



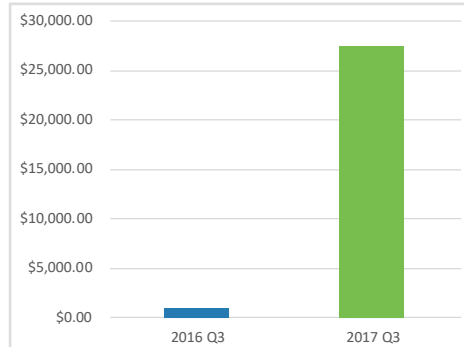
Pre-Engagement (2016 Q3)	<b>3</b>
Post-Engagement (2017 Q3)	<b>145</b>
Growth Percentage	<b>4,733%</b>
Growth Amount	<b>142</b>

**Possible Incremental Sales**



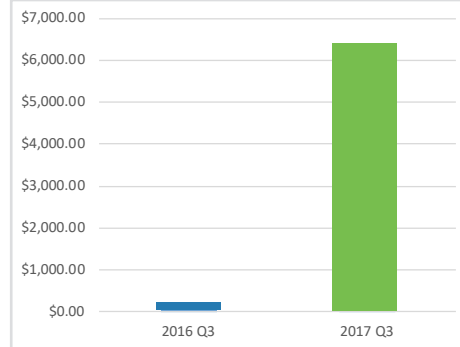
Pre-Engagement (2016 Q3)	<b>\$1,863</b>
Post-Engagement (2017 Q3)	<b>\$44,187</b>
Growth Percentage	<b>3,299%</b>
Growth Amount	<b>\$42,324</b>

**Actual Incremental Sales**



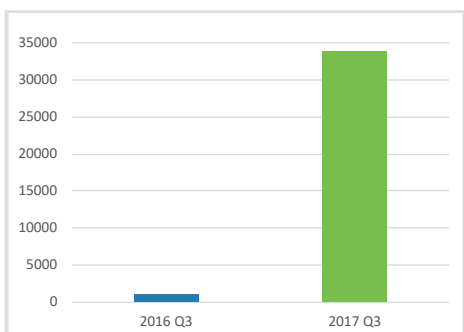
Pre-Engagement (2016 Q3)	<b>\$804</b>
Post-Engagement (2017 Q3)	<b>\$27,317</b>
Growth Percentage	<b>3,299%</b>
Growth Amount	<b>\$26,513</b>

**Seller Reimbursements**



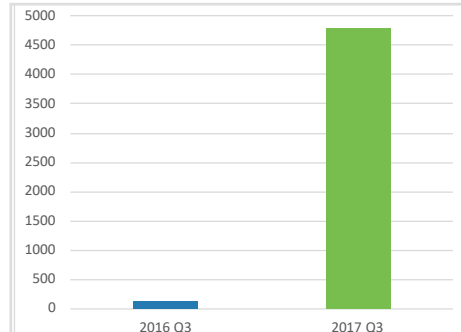
Pre-Engagement (2016 Q3)	<b>\$171</b>
Post-Engagement (2017 Q3)	<b>\$6,386</b>
Growth Percentage	<b>3,631%</b>
Growth Amount	<b>\$6,215</b>

**Gross Incremental Revenue**



Pre-Engagement (2016 Q3)	<b>\$975</b>
Post-Engagement (2017 Q3)	<b>\$33,704</b>
Growth Percentage	<b>3,357%</b>
Growth Amount	<b>\$32,729</b>

**Gross Incremental Profit**



Pre-Engagement (2016 Q3)	<b>\$105</b>
Post-Engagement (2017 Q3)	<b>\$4,752</b>
Growth Percentage	<b>4,423%</b>
Growth Amount	<b>\$4,647</b>

**How We Helped**

This dealership is part of a larger dealer group with multiple OEMs. They had been setup with CollisionLink for a number of years but only recently started using conquest funds.

The staff at the dealership was concerned with scaring their customers away by pushing them to use CollisionLink. After getting their confidence up, and getting additional shops ordering parts through CollisionLink, they found value in pushing the tool which increased their usage.

The OEC Performance Coach worked with their Outside Sales Representative and coached him on how to talk to shops about using CollisionLink, and how to get them enrolled. The coach got the OSR trained on using the tool and talking about each OEM's program.

With many rural shop customers lacking the technology to use CollisionLink, the coach found opportunity for them to sell more parts using Claim Creation Manager.

This challenged their Wholesale team to ask the shops for additional opportunity. The coach practiced this process with each Inside Sales Representative and refined their approach when speaking to customers.