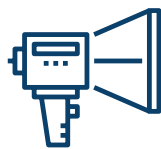


Parts Department: Best Practices in Uncertain Times

Now, more than ever, it is important to have a plan to help guide you through uncertainty. OEC is here to help keep cars on the road and your business moving, and here are three things our wholesale growth experts recommend focusing on:



COMMUNICATE WITH YOUR CUSTOMERS

- Be human! These are difficult times for them as well. They'll be happy to hear from you.
- Ask the important questions. What's their situation right now? Are cars still coming in? Are they fully or reduced staffed?
- What is their shop's plan to keep work flowing? Are they communicating to their customers that their shop is putting safety first?

01



performancecoaching

Have questions?

EMAIL:
performancecoaching@
oeconnection.com

TWEET:
@oeccoaching

02



STABILIZE YOUR BUSINESS

- Are you letting your customers know your current parts situation? Be proactive and be transparent.
- Even in these unprecedented times, your customers are still buying parts. Create a marketing campaign letting your customers know you are still open for their business. Offer incentives.
- You can access OEC solutions simply through an internet connection so your Parts Department can still process orders with staff working from home. **Note: Make sure there is consistent communication for those in the building who are packing, shipping, and delivering parts orders.**

03



LEVERAGE THE TOOLS AT YOUR DISPOSAL

- Are your shops taking full advantage of OEC solutions? Remind them you can provide OEM parts at competitive prices.
- Utilize data tools like LinkIQ to keep track of customer buying behavior. This information can guide your customer communication strategy.
- Leverage your Dealership Inventory Network to ensure you can fulfill customer orders.