

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:

1. Communicate With Your Customers

- Most importantly, be human! These are difficult times for them as well. It's likely they'll be happy to hear from you.
- Ask some 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?

2. Stabilize Your Business

- Are you letting your customers know about 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.
 - Incentives and promotions are a great way to encourage your customers to continually order parts from you.
- You can access OEC solutions simply through an internet connection so if key staff members are working elsewhere, your Parts Department can still process orders.
 - If your department does have remote workers, make sure there is consistent communication for those in the building who are packing, shipping, and delivering parts orders.

3. 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.
 - Don't forget that CollisionLink allows you to see the full estimate.
 - Mechanical shops ordering parts on RepairLink see and order associated parts.
- Utilize data to keep track of customer buying behavior. This information can guide your customer communication strategy.
 - Find high-level data under the Metrics tab. If you have LinkIQ you can drill down to specific customer trends.
- Leverage your Dealership Inventory Network to ensure you can fulfill customer orders.