

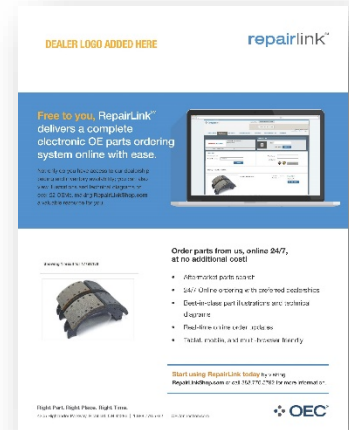
Dealer Best Practices

RepairLink® can help you drive OE parts sales, save time with increased efficiency, and enhance relationships with customers. These best practices can help make you a dealer of choice among truck repairers.

Market to customers

- Hand out flyers that explain discounts.
- Create messaging stating RepairLink orders will take priority.
- Require sales reps to visit customers and demonstrate how to use RepairLink.
- Use RepairLink stickers on every invoice.
- Offer promotions to customers that order through RepairLinkShop.

For templates and flyers, visit the MRC.



Amplify your customer service

- Let your customers know RepairLink orders will take priority.
- Set up new online order notifications and respond quickly (within 5 minutes). Customers care about service above anything else.
- Call and confirm with customers letting them know the order was received.
- Be consistent on delivery.
- Drive customers seeking illustrations to RepairLink so *they* can choose the correct part(s) needed instead of explaining over the phone. Use counter staff to drive customers to RepairLinkShop.com.

Optimize your investment

- Set up customer pricing and be competitive.
- Regularly engage your customers to use RepairLink to order all parts.
- Setup gross profit protection.
- Use RepairLink to see what customers are searching for.
- Reach out to customers who are browsing, ask them what they need



Not sure where to start? Visit OEConnection.com/Navistar