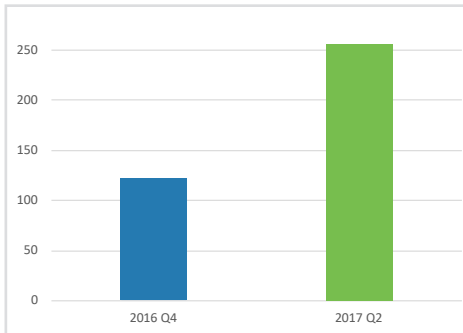
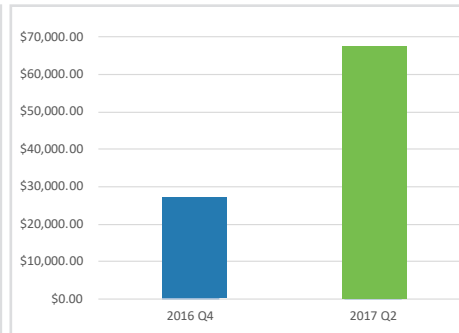


Transaction Count



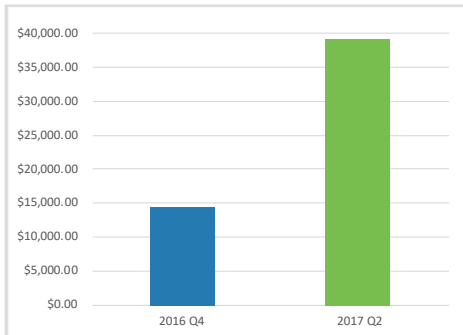
Pre-Engagement (2016 Q4)	122
Post-Engagement (2017 Q2)	255
Growth Percentage	109%
Growth Amount	133

Possible Incremental Sales



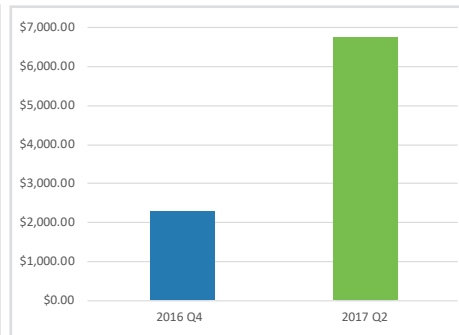
Pre-Engagement (2016 Q4)	\$27,076
Post-Engagement (2017 Q2)	\$67,612
Growth Percentage	150%
Growth Amount	\$40,537

Actual Incremental Sales



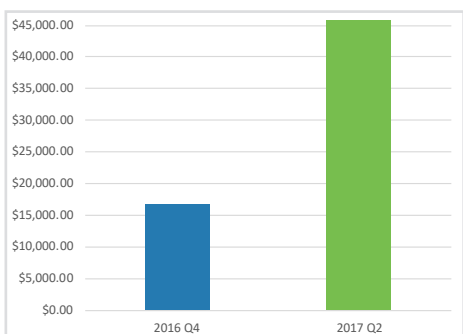
Pre-Engagement (2016 Q4)	\$14,287
Post-Engagement (2017 Q2)	\$39,026
Growth Percentage	173%
Growth Amount	\$24,739

Seller Reimbursements



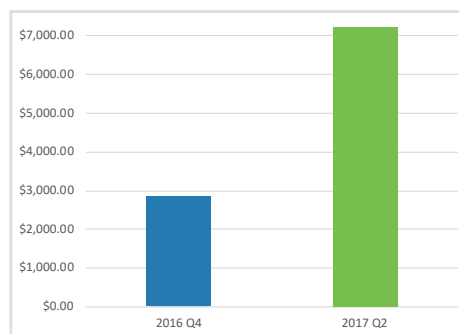
Pre-Engagement (2016 Q4)	\$2,289
Post-Engagement (2017 Q2)	\$6,713
Growth Percentage	193%
Growth Amount	\$4,425

Gross Incremental Revenue



Pre-Engagement (2016 Q4)	\$16,576
Post-Engagement (2017 Q2)	\$45,739
Growth Percentage	176%
Growth Amount	\$29,163

Gross Incremental Profit



Pre-Engagement (2016 Q4)	\$2,812
Post-Engagement (2017 Q2)	\$7,213
Growth Percentage	156%
Growth Amount	\$4,402

How We Helped

This dealership is part of a large dealer group that covers multiple states in the Southeast.

The OEC Performance Coach spent time with every person in the dealership who worked with wholesale customers to make sure they fully understood their OEM's program. More importantly, our coach made sure they understood how to communicate the value of CollisionLink to their customers.

The coach traveled with the Parts Manager and their territory Outside Sales Representative to visit customers and promote CollisionLink.

They found so much success with CollisionLink and their OEC Performance Coaching, that they decided to enroll their other OEMs in CollisionLink as well.



“Our coach was very helpful and very knowledgeable. We had a lot of shops not using CollisionLink; it was a new concept to them. We went out to our shops to sign them up and get them using the program. It has had a great impact on our business because we are better able to compete against the aftermarket. We are currently looking into signing up for more days.”

- Parts Manager