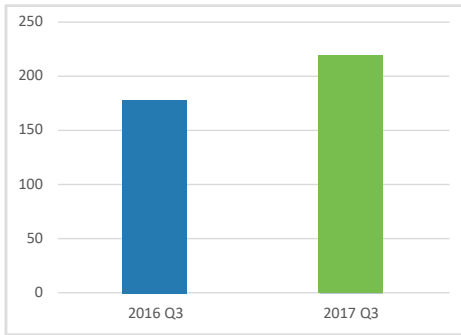
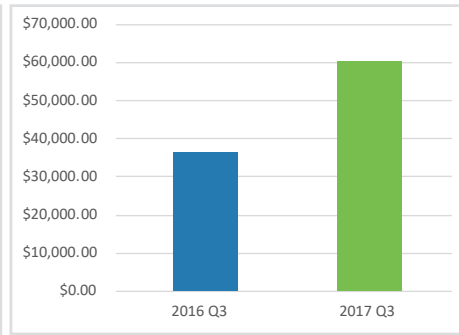


Transaction Count



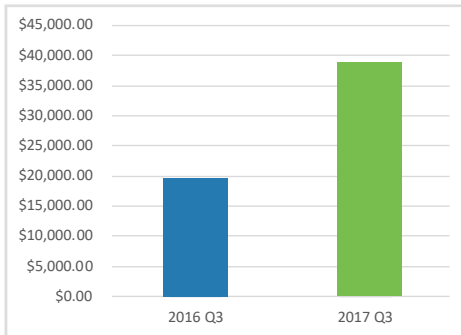
Pre-Engagement (2016 Q3)	177
Post-Engagement (2017 Q3)	217
Growth Percentage	23%
Growth Amount	40

Possible Incremental Sales



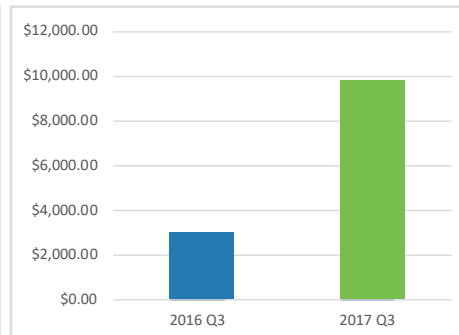
Pre-Engagement (2016 Q3)	\$36,077
Post-Engagement (2017 Q3)	\$59,885
Growth Percentage	66%
Growth Amount	\$23,808

Actual Incremental Sales



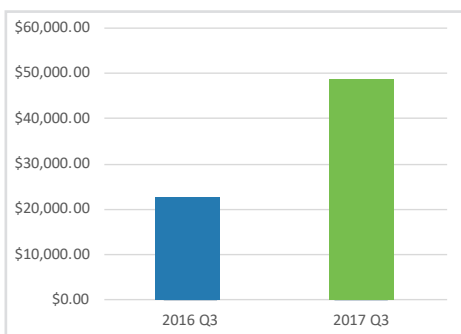
Pre-Engagement (2016 Q3)	\$19,528
Post-Engagement (2017 Q3)	\$38,651
Growth Percentage	98%
Growth Amount	\$19,123

Seller Reimbursements



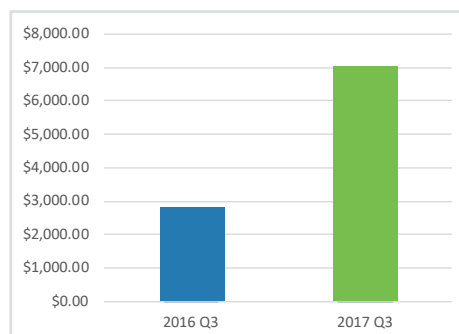
Pre-Engagement (2016 Q3)	\$2,918
Post-Engagement (2017 Q3)	\$9,696
Growth Percentage	232%
Growth Amount	\$6,778

Gross Incremental Revenue



Pre-Engagement (2016 Q3)	\$22,446
Post-Engagement (2017 Q3)	\$48,347
Growth Percentage	115%
Growth Amount	\$25,901

Gross Incremental Profit



Pre-Engagement (2016 Q3)	\$2,821
Post-Engagement (2017 Q3)	\$7,008
Growth Percentage	148%
Growth Amount	\$4,186

How We Helped

This dealership was already very successful with CollisionLink because they had been using the program for another OEM location for years.

The main focus was making sure they understood the differences between each OEM program and how to best utilize their OEM program.

The OEC Performance Coach worked with every member of their staff and reviewed the OEM Conquest Program. Utilizing Claim Creation Manager was a large part of the strategy because of their shop portfolio. This dealership found a lot of success using the tool.

The coach challenged the Parts Manager to get his main Wholesale Representative out of the Parts Department and in front of their wholesale customers.



“Our coach really helped us maximize our usage of CollisionLink. We went on some visits and he helped get some shops using the program as well. He had great enthusiasm and was great to have around. Our guys enjoyed working with him; he was very helpful.”

- Parts Manager