

## Stay Close To Your Customers



- Engage your shops early and often about CollisionLink
- Acknowledge receipt of orders with a phone call or email
- Respond within 15 minutes to build confidence
  - First impressions are lasting – you may not get a second chance
  - Thousands of shops use CollisionLink every day. It is possible your shop customers are already using CollisionLink for other OEMs

## Inform Your Customers



- Let your customers know that you can be competitive on pricing for OE Parts
- When you receive faxes, contact the shop
  - Let them know you are on CollisionLink
  - Let them know that orders must come through CollisionLink to get the competitive prices

## Educate Your Parts Team



- They should know your OEMs program allows you to be more competitive on eligible OE parts
- They can now efficiently sell OE parts in place of non-OE parts
- Allow your parts desk to go below your normal markup on eligible program parts
- Your goal is to regain market share taken by the aftermarket

## Remind Your Shops about benefits of OE



- The fit and finish of your genuine OE products make their jobs easier
- Reduces their cycle time, freeing up the bay to repair more vehicles

### Keep in Mind the Three Way Benefits:

