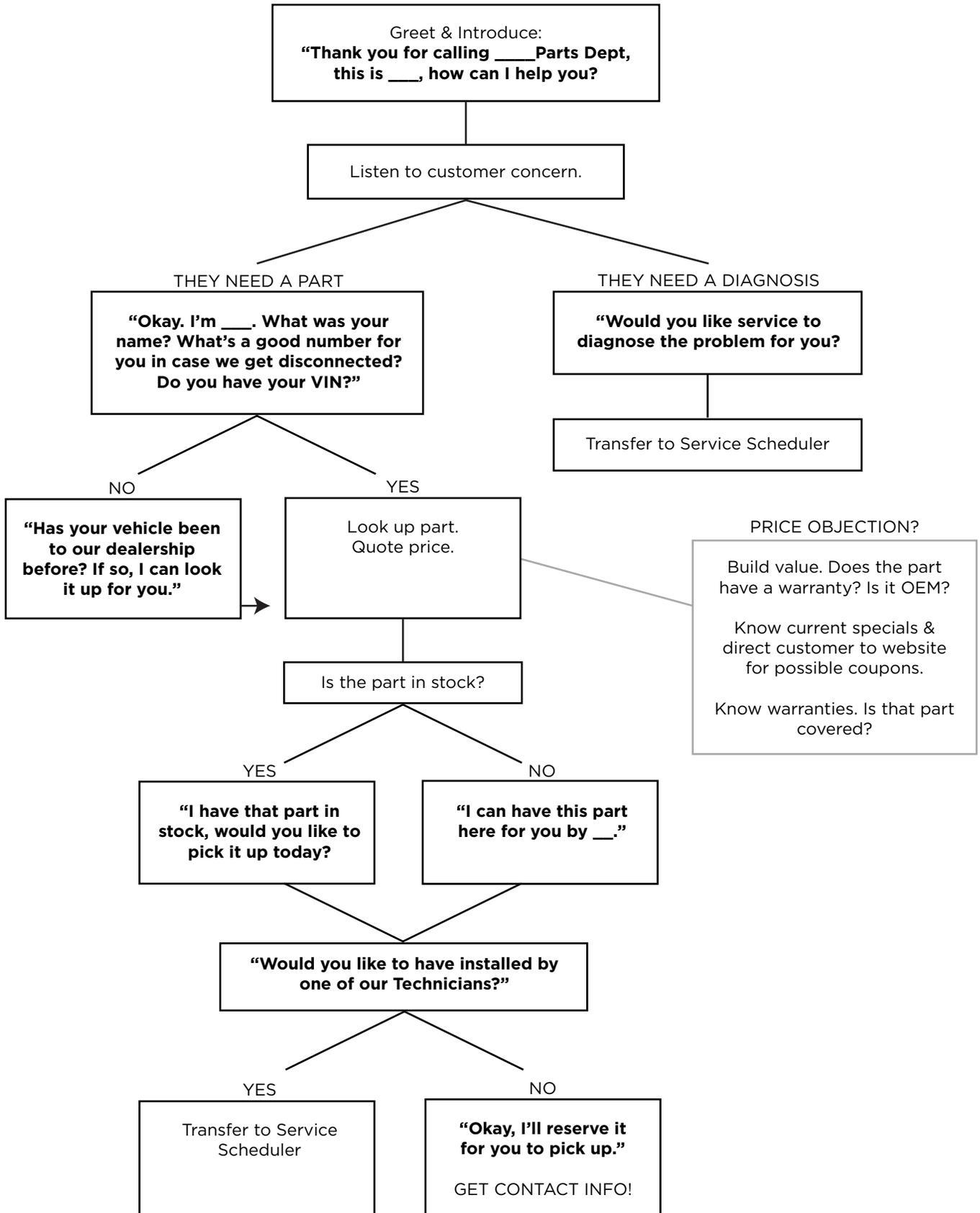


INBOUND PARTS CALLS



INBOUND PARTS CALLS

DO

Ask questions to narrow down the correct part.

Ask for the sale. They called you for a reason!

Build value in our Parts & Service.

Ask if they are still under warranty.

Upsell. Suggest partner parts. "Often when customers buy ___ they also replace ___. Would you like one of those as well?"

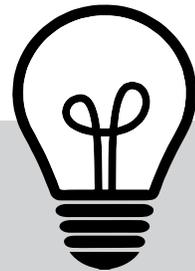
Enter customers into DMS every time. Whether they purchase or not, you can take information so they don't have to start over if they call back.

DO NOT

Diagnose over the phone.

Discount without valid coupon.

Keep customer on hold.



MORE IDEAS

Offer curbside parts pickup.

Offer delivery within 15 miles. Offer same day delivery using Uber or similar.

Track lost sales from calls with folders. Review weekly with Parts Manager.

Hold know-your-warranty and know-your-specials coupons meetings.

Revise online parts form for efficiency.

Look into online parts listing solutions.