

# Parts Customer Journey Map



## Price is Too High

Explain to client that OEM parts can carry a premium, but each part is warranted and covered by the manufacturer. Offer payment options based on availability.



## Confirm and Close

Part was available, payment has been collected. Thank the client by name and let them know that the part is ready for pickup or confirm shipping option. Complete the sale and notate CRM system. Follow normal SOP.



## Part Not Found!

Try to locate the part in the database and communicate to the client the availability. Once confirmed, move on to the sales process.



## Incoming Call/Intro

Answer call by the third ring. All members should welcome the caller and identify themselves and the department. For example, "Good Morning, thank you for calling (Company), this is Susan, how may I assist you?"



## Gather Information

Listen to the client with empathy, and confirm and clarify their request when needed. Capture the client information at this time. "I'm happy look up this information for you. In the event we are disconnected, may I please have your name and best contact number?"



## Sales Pitch

If the part is available and client says Yes, then enthusiastically thank them. Confirm if the client would like to pickup or have it shipped. Confirm the price and agreement from the client.



## Review and Confirm Request

Use the client information to look up in CRM system. If current client, welcome back and confirm the availability of the part request. If not available, go to next step.



## "I'll Check Elsewhere"

Ask the client if there is anything you can do to earn their business. If they ask for a discount, let them know while it's not something we normally do, you are happy to offer a 5-10% previous client discount (if available). If not, let them know that current pricing is competitive.



## Part Not Available

Explain to the client that the part will need to be ordered but it will be expedited because they are a valued client. Confirm expected delivery and ask if that will work. Once confirmed, collect payment and thank them. Set follow up call.