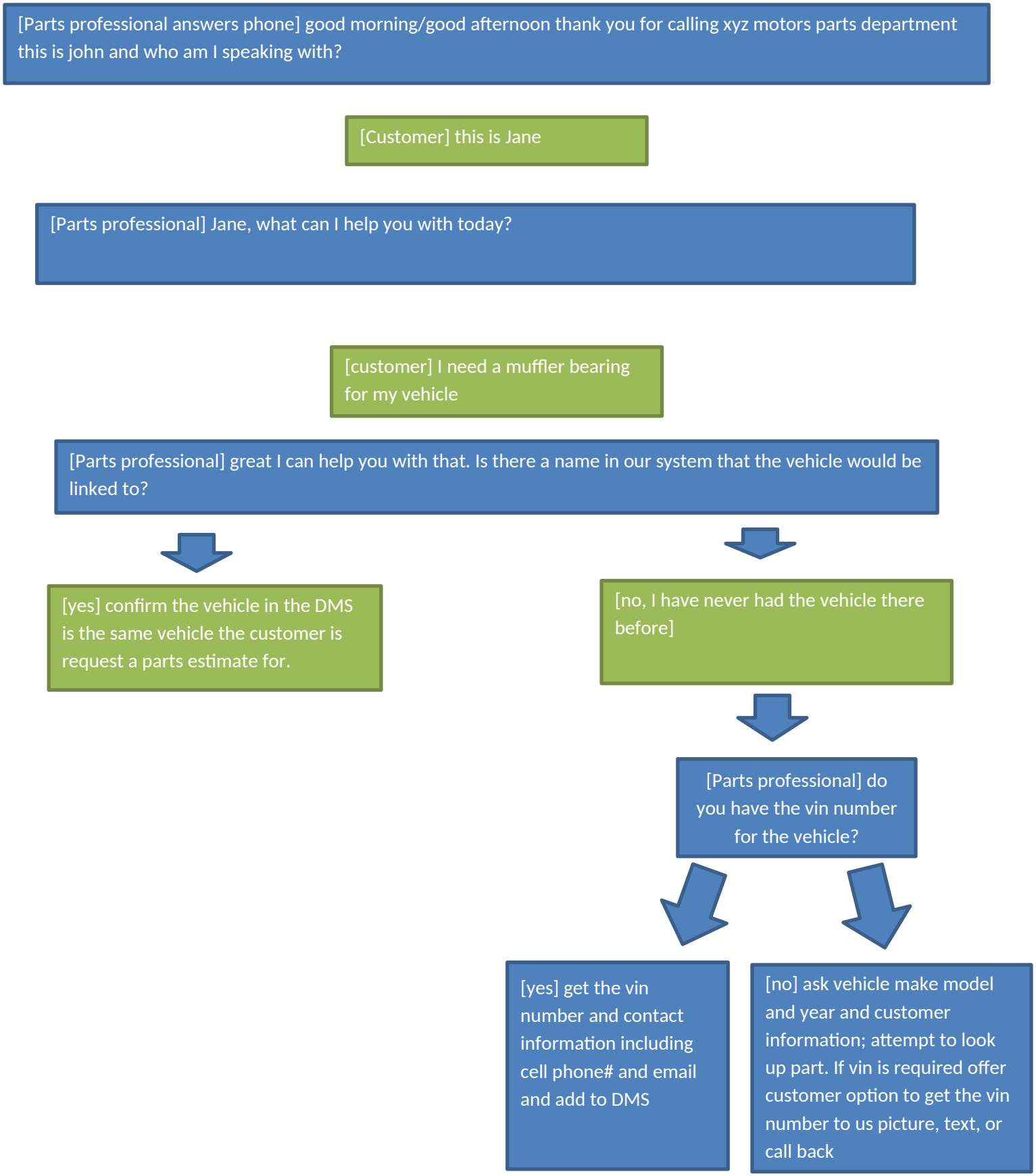
Flow chart


[Parts professional answers phone] good morning/good afternoon thank you for calling xyz motors parts department this is john and who am I speaking with?
[Customer] this is Jane
[Parts professional] Jane, what can I help you with today?
[customer] I need a muffler bearing for my vehicle
[Parts professional] great I can help you with that. Is there a name in our system that the vehicle would be linked to?
[yes] confirm the vehicle in the DMS is the same vehicle the customer is request a parts estimate for.
[no, I have never had the vehicle there before]
[Parts professional] do you have the vin number for the vehicle?
[yes] get the vin number and contact information including cell phone# and email and add to DMS
[no] ask vehicle make model and year and customer information; attempt to look up part. If vin is required offer customer option to get the vin number to us picture, text, or call back

[Parts professional] look up part, ask any qualifying questions and offer customer parts pricing for requested part and offer any additional parts that may be needed for the repair " when replacing muffler bearing most people will also replace these related parts: nuts, bolts, gaskets, ect....

Customer agrees to estimate ask for part to be ordered

[Parts professional] great I'm going to send you a payment link via text/email. We can get that part on order today and we should receive it next Tuesday

I will send you to the service department now so that you can get an appointment scheduled to have that muffler bearing installed

[Customer] yes

[customer] no, I'm going to install it myself

[Parts professional] (empathy) I understand I try to do a lot of my own work myself as well. Those muffler bearings can be difficult to replace sometimes. If you have any issues your invoice has the number for service on the top of the page. They do a great job and would be happy to install it for you.

[Parts professional] recap; as soon as the payment link is completed I can get the part ordered. The order will go in to day for your muffler bearing. The total for the muffler bearing is $123.45 including tax and We should receive the part on Tuesday. we will give you on Tuesday and remind you when the part shows up.

Is there anything else I can do for you today?

[customer] no

[Parts professional] Thank you for calling xyz motors and have a great day.

Parts word doc

Vision:

The parts department is one of the most profitable departments in most dealerships when it comes to returning on investment and cash since they sometimes return the highest percentage to the bottom line of any individual department in a particular store, but given the fact that gross dollars are typically less than any other department it is often overlooked. The parts business is sometimes more about picking up dimes than it is about picking up whole dollars but when you aggregate dimes (10 cents) over thousands of operations it tends to add up to a lot of money. It is important for any operator to realize this and to provide all the training and support that they can to their parts managers and to their parts team. Parts have a lot to do not only with profitability but also with customer satisfaction, shop productivity, and tech retention. Having a well-trained focus parts manager and enthusiastic parts team is an asset to any dealership and something that should never be overlooked.

Phone Training:
5 Critical Parts to every inbound call

1. Opening Statement with enthusiasm

"Good Morning thanks for calling "So and So Motors" Parts Department My name is … and you are?"
Critical so say your name, announce the department they're speaking with, and ask for the customer's name.

2. Statement of Intent

"How can I help you today"
"What can I do to be of service"

3. Gain Contact information.

"I'm happy to check on that for you, can I grab/confirm the best contact information incase we get disconnected"

4. Confirm/Qualify needs and determine the best path forward.

"It sounds like you're doing (state assumed job ie oil change/brake job) is that correct?"
Move forward to parts availability and quote
"Sounds like your vehicle is having some trouble can I give your information to my service attendant"

5. Confirm best situation moving forward is what the client wants
6. Confirmed client knows where the store is located.
7. Thank the client for the opportunity.

The Why,The How, The What
We are a forward thinking dealership that will invest in technology to promote transparent availability and pricing to our wholesale and retail customers alike. With an investment of knowledge and real world training our front line first contact employees will be able to answer questions and give quotes confidently while being able to supply parts available the first time they are requested with no wait to the customer. We will be able to offer expedient same day delivery within preset distances from our parts hub or allow for easy purchase and payment online with the availability to pick up in store after buying online .We will have increased our SEM and SEO for our parts website presence with an update parts portal that it ez to access and use similar to Home Page | Quirk Wholesale (quirkpartsonline.com) and an increased spend of $2000.00 to focus on KEYWORDS to increase our parts department online relevancy.

We will expand our focus on our organic sight to promote parts as 38% or our website vs the less than 3% that it equates to currently.
These values will allow us to provide the best customer service and parts availability to our customers.

Steps to sale ideas

Meet and Greet.
Hello ABC Motors parts department, my name is _____, and You are? How can I help you today?

Selection
Let me see if that's available. Before I check, what's your phone # and email in case we get disconnected.

Confirmation (Scarcity principle)
This is one of our most popular items, but good news we have a couple in stock.

Close (close with an either, or question)
Did you want us to ship this or will you stop by to pick it up?

Payment
What type of card would you like to use?

Thanks, I'll transfer you to service to give you some installation options.

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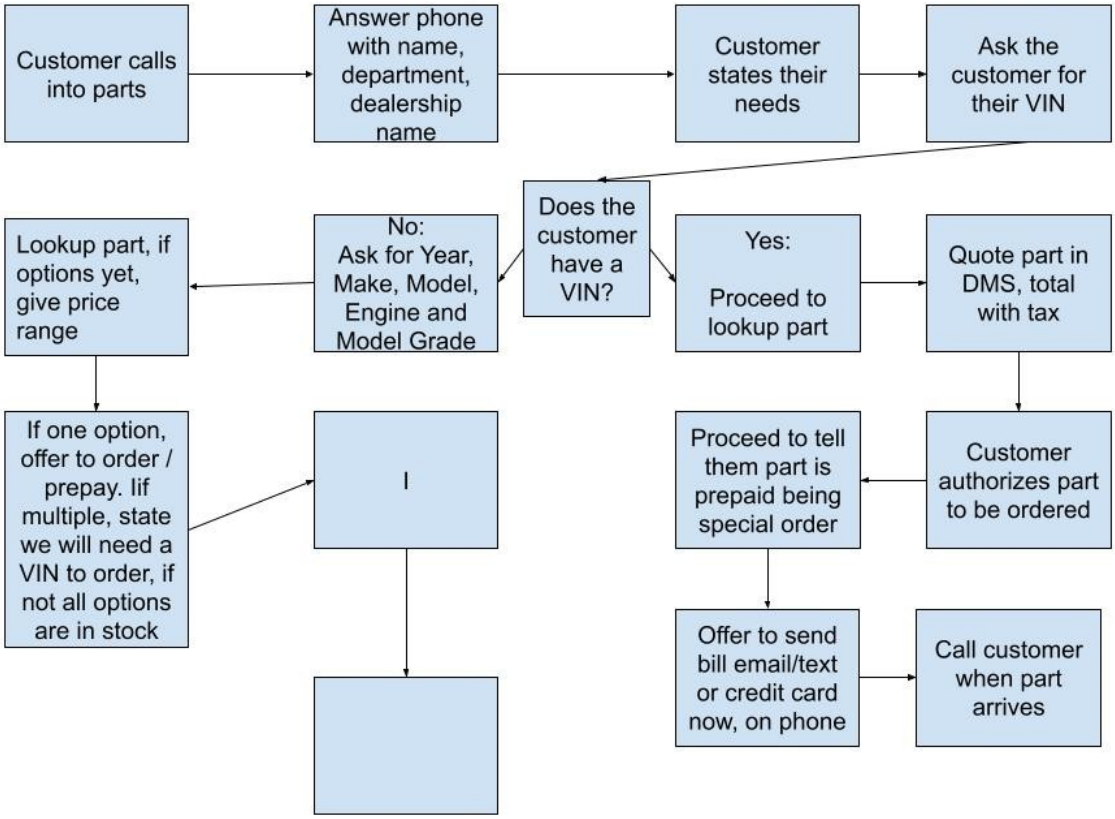
Customer calls into parts
Answer phone with name, department, dealership name
Customer states their needs
Ask the customer for their VIN
Does the customer have a VIN?
No: Ask for Year, Make, Model, Engine and Model Grade
Lookup part, if options yet, give price range
Yes: Proceed to lookup part
Quote part in DMS, total with tax
If one option, offer to order / prepay. Iif multiple, state we will need a VIN to order, if not all options are in stock
I
Customer authorizes part to be ordered
Proceed to tell them part is prepaid being special order
Offer to send bill email/text or credit card now, on phone
Call customer when part arrives

Flow chart