

 The Company

Barlow Chevrolet
Delran, New Jersey

 The challenges

- Compete in the local parts sales market
- Staff education on the OEC solutions

 The solution

OEC Performance Coaching

 The Results

- Increase in shop usage in RepairLink for three months following visit
- MarketplaceDirect sales totaling over \$5000

To stay ahead of competition, parts team adopted growth strategy

After recently becoming a recognized General Motors wholesale dealer, Paul Seay, Parts Manager at Barlow Chevrolet in Delran, New Jersey, recognized an opportunity to take better advantage of the OEC solutions in order to remain competitive in his market.

“Competition in the parts space is growing by the day. Customers expect their suppliers to be easier to do business with by providing online tools,” Seay said. “OEC is a key part of my parts growth strategy and I didn’t feel like my team was taking full advantage of the OEC programs.”

He opted to engage an OEC Performance Coach to help him and his team leverage OEC technology and become more savvy in working with their customers. As a subscriber to OEC’s Wholesale Plus bundle, he had technology solutions for multiple customer segments, including CollisionLink, RepairLink, ConsumerLink, and MarketplaceDirect.

“Having the OEC Performance Coach at the dealership made a big difference. She was able to share with me and my team several best practices to help grow our business. Their confidence is up with OEC which means we are better positioned to compete to sell more parts.”

- Paul Seay, Parts Manager
Barlow Chevrolet

Paul established three objectives for his engagement with OEC Performance Coach, Vondie Croff:

- Work with parts staff to build their confidence with OEC solutions
- Coach Outside Sales Representative on how to present RepairLink
- Ensure consumer solutions were set up and configured to promote externally

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“By meeting with Paul and his team I was able to get a better understanding of how he runs his department, how he wanted to incorporate the OEC solutions within their day-to-day processes, and how to better service his customers while selling more parts,” Vondie said. Vondie developed a plan to help the salespeople build their confidence and skills in using OEC technology. The team had relatively little experience processing orders so she provided an overview of both the shop and dealer side of CollisionLink and RepairLink. She also worked with Barlow’s in-house body shop to ensure they were able to leverage CollisionLink as part of the GM Dealer Body Shop program.

With RepairLink, Vondie focused on supporting a 10 mile radius of local shops by implementing a hot shot delivery service and a promotion with their local shops. She also spent time with the dealership’s Outside Sales Representative to help him better understand the how and why of RepairLink. With increased knowledge, both the inside and outside sales staff developed more confidence about the program, which helped them work together to reinforce the value of their OEC Solutions to their customers.

Lastly, Vondie and Paul reviewed the dealership’s approach to ConsumerLink and MarketplaceDirect. They implemented best practices from other dealers by pricing their parts competitively, creating promotions by utilizing OEC marketing materials, and leveraging social media.

“Helping Paul understand the benefits and value of OEC solutions and how they relate to increasing his sales was rewarding. I was able to help him and his team with more than just the ‘how’ of using of our products and focus more on the strategic: how to implement and promote these products to increase parts sales and increase customer satisfaction,” said Vondie.

Results

Overall, Paul felt like the time spent with Vondie was very beneficial. “Having the OEC Performance Coach at the dealership made a big difference. Vondie was able to share with me and my team several best practices to help grow our business,” Paul said. “Their confidence is up with OEC which means we are better positioned to compete to sell more parts.”

Barlow Chevrolet Stats Following Engagement with OEC Performance Coach		
	Before Performance Coaching	After Performance Coaching (3 month average)
RepairLink # of shops using	0	7
MarketplaceDirect orders	0	25
MarketplaceDirect sales	\$0	\$5000