

 The Company

MacMulkin Chevrolet  
Nashua, New Hampshire

 The challenges

- Lacked expertise on using technology to increase parts sales
- Need for a strategy to develop staff buy-in and customer engagement

 The solution

OEC Performance Coaching

 The Results

114% increase in RepairLink transactions

129% increase in shops transacting in RepairLink

294% increase in CollisionLink transactions

524% increase in \$ amount of parts converted

## Onsite coaching helps integrate technology and people for increased sales

Tom Finn, Parts Manager at MacMulkin Chevrolet runs a multi-million dollar wholesale operation at the nation's 2nd largest Corvette dealership. His days are filled with phone calls, inventory management, phone calls, stock orders and more phone calls. While a fan of OEC, he wasn't seeing the value he wanted from some of the applications. Moreover, he simply didn't have the time to work with OEC over the phone to gain more value. With 25 years in the business, Tom already ran a tight ship with knowledgeable counter sales, a sharp outside sales person and a marketable inventory.

### The "Solution" – Focus on Goals

Enter Eddie Fabela, OEC Performance Coach. Eddie met with Tom to understand his goals which boiled down to ... sell more parts. He also discussed his parts strategy and quickly identified that the only thing MacMulkin lacked was a plan on how to achieve that goal, better leveraging OEC.

"I highly recommend OEC's Performance Coaching. It has opened my eyes on how to better use technology to accomplish my goals. They truly know how to connect people with technology to increase sales performance."

- Tom Finn, Parts Manager, MacMulkin Chevrolet

Before diving in, Eddie observed Tom's team to better understand their workflow, individual strengths and weaknesses, and comfort level with the applications. "I noticed immediately that they had differing viewpoints on the value of the applications," noted Eddie.

Outside sales believed CollisionLink and RepairLink differentiated MacMulkin with their ease of electronic ordering and price advantages over aftermarket competition. But inside sales didn't believe that shops would use the tools and considered them "more work for no pay." Eddie quickly realized it wasn't a user training issue, but one of understanding the application benefits. With this information, Eddie created a plan, gained approval from Tom and began implementation.

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“I’ve seen my customers respond to technology and my parts sales increase. OEC Performance Coaching made that happen.”

Tom Finn, Parts Manager,  
MacMulkin Chevrolet

**The “Plan” – Changing Behavior with Tangible Benefits**

Key to the plan was helping the team understand how CollisionLink and RepairLink benefit BOTH the dealership and its customers. Here’s what Eddie did.

- Met with the entire parts team and revisited the win-win partnership of electronic ordering for MacMulkin and, more importantly, their customers.
  - MacMulkin gains more parts sales.
  - Salespeople gain higher commissions.
  - Customers gain more competitive pricing with OEM conquest programs and dealership-driven promotions.
- Gaining team buy-in, he helped Tom identify key customers and key promotions. Eddie then visited each customer with Tom’s outside sales representative. It took less than one day for electronic orders to start rolling in!

**The Results**

MacMulkin Chevrolet – and its customers – reaped almost instant benefits with increased sales and more competitive pricing. More importantly, Tom and his team recognize that technology is the foundation of their parts strategy.

OEC Performance Coaching opened Tom’s eyes on how to integrate technology into his parts marketing plan. In fact, Tom just extended a recent RepairLink promotion based on its success.

“My attitude is different after Eddie’s visit and Bethany’s continued support,” said Tom. “I’ve seen my customers respond to technology and my parts sales increase. OEC Performance Coaching made that happen.”

Mac Mulkin Chevrolet Stats Following Engagement with OEC Performance Coach			
	6 months prior to Performance Coaching	6 months following Performance Coaching	% increase
RepairLink transactions	28	60	114%
RepairLink shops transacting	7	16	129%
CollisionLink transactions	17	67	294%
Conversion opportunity	\$9,337.00	\$38,774.00	315%
Conversion \$	\$3,158.00	\$19,692.00	524%
Conversion %	43%	66%	53%