

 The Company

Reliable Chevrolet
Richardson, TX

 The challenges

- Shops enrolled in CollisionLink not using technology to send orders
- Parts staff unsure of how to talk to shops about CollisionLink

 The solution

OEC Performance Coaching

 The Results

- 120 transactions by the second month after the coaching engagement
- Incremental sales considerably higher than other dealerships that did not receive Performance Coaching that enrolled around the same time period

Collision parts business flourishing after hands-on coaching

Wesley Walker, Parts Manager of Reliable Chevrolet in Richardson, Texas had used many OEC solutions over the years, including CollisionLink. However, not finding much success with the collision solution several years prior, he had cancelled it. Gaining shop adoption had been a challenge regardless of the effort Walker and his staff had made with their shop customers.

Walker also had concerns about his own staff getting adequate training to be comfortable with the solution and use it effectively. With such programs as Bump the Competition and the new MyPriceLink tool being integrated with CollisionLink, Walker decided to give the solution another try – but this time, he decided to take an extra step to get up and running: OEC Performance Coaching.

Walker felt that not having on-site support during their previous implementation of CollisionLink contributed to some of the challenges they experienced. Kevin Heist, an OEC Performance Coach living in Texas, had worked with sister dealerships of Reliable, putting Walker at ease knowing that a local rep was available.

“My Performance Coach hasn’t disappointed me in fulfilling everything that I was told would happen.”

- Wesley Walker, Parts Manager

“Kevin being here local has helped rather than waiting for someone to fly in. Kevin hasn’t disappointed me in fulfilling everything that I was told would happen,” Wesley said.

When Kevin arrived at Reliable, he held a kickoff meeting with the entire parts team to discover their goals. He also met with the wholesale and outside sales teams to help them understand the power of CollisionLink and what it could do for their business. He learned a few of their pain points and worked to overcome those.

“The ability to be there in person and see and hear how they conducted their day-to-day business was paramount to being able how to best

 The Company



Reliable Chevrolet
Richardson, TX

implement a coaching plan that would work best for their needs. Typical support happens over the phone, and that gets the basics across to our users, but being on-site brings so much more to the table,” said Kevin.

The hands-on coaching that the parts staff at Reliable received was beneficial as Kevin was there to not only train on the principal workflows of CollisionLink, but help guide their discussions with their customers and assist them in processing actual orders rather than a test order, as would be done over the phone with a trainer. As a result, the wholesalers are well versed on how to use CollisionLink and they continue to grow customers who regularly use CollisionLink.

After laying the groundwork, Kevin visited the key body shops Reliable works with, as well as their captive, on-site body shop. Additionally, he got the captive body shop enrolled in the GM Dealer Body Shop Rewards program.

“Kevin was pretty thorough, easygoing and spent time trying to teach our guys. He is easy to work with. He is glad to help,” Wesley said.

The Results

Prior to using OEC Performance Coaching, Reliable Chevrolet was not utilizing CollisionLink. They now handle approximately 120 transactions per month. When compared against other dealers that activated on CollisionLink around the same time period without support from OEC performance Coaching, Reliable’s results are considerably higher. Wesley has never been happier with OEC and have continued to flourish with CollisionLink.

| Reliable Chevrolet Performance in Conversions at Estimated List Vs. Comparable Dealerships | | | | |
|--|----------|-----------|-----------|----------|
| | May 2015 | June 2015 | July 2015 | Aug 2015 |
| Reliable Chevrolet | \$29,034 | \$33,468 | \$36,267 | \$36,922 |
| Other GM Dealers Without Field Onboarding | \$4002 | \$3961 | \$2362 | \$3935 |
| Other Dealers Without Field Onboarding (all OEMs) | \$2068 | \$2605 | \$2416 | \$2345 |