



JERRY SEINER

The Company:

Jerry Seiner Chevrolet

The Challenges:

- Maintaining GM program loyalty and buying discounted parts.
- Planning upfront each month

The Solution:

PartsBrokerDirect®

The Results:

- Easier to process each offer
- Easier to stay compliant to GM Service Lane Parts Program
- Buying more good parts at 50 cents on the dollar.

Managing the Service Lane Parts program and buying at a discount!

Marty Dailey, Parts Manager at Jerry Seiner Chevrolet, understands the value of purchasing discounted parts for his department. He also qualifies and participates in the GM Service Lane Parts program. To streamline the process, he turned to PartsBrokerDirect® (PBD) back when the brokering service was the new kid on the block.



“PartsBrokerDirect allows me to purchase obsolescence at 50 cents on the dollar which is a good part number on my side,” Dailey said. “Why wouldn’t I?!”

As Dailey’s PBD transactions grew, however, he began to recognize that there was room for improvement to accommodate the Service Lane Parts program.

While working with Dailey, OEConnection discovered that he was eliminating the GM Service Lane Parts from the majority of his offers, right away. With Service Lane Parts on the offer, it was time consuming to go through each offer, find the Service Lane Parts and remove them. The issue boiled down to not knowing immediately which parts were Service Lane and which were non-Service Lane Parts. As a result, Jerry Seiner Chevrolet was missing out on purchasing fast-moving parts at a discount, because they were Service Lane Parts. There needed to be a way to not only make those Service Lane Parts recognizable, but also easily calculate dollars spent to keep track of their GM percentage dollars.

“PartsBrokerDirect is very easy to use and having the Service Lane indicator makes it that much easier.”

PartsBrokerDirect was redesigned to simplify that process right within the offer. With the next enhancement of PBD, a column was added to all GM offers to include an identifier for Service Lane Parts. Now the process is easier and more efficient. Dailey added, **“It’s great! The Service Lane indicator is a huge enhancement, and it makes it easier to use.”**



“The biggest thing that makes the difference with Parts-BrokerDirect is having the Service Lane Parts identifier on the transactions.”

“I figure out how much Service Lane I could buy during the month at the beginning and calculate off that what I can buy from PartsBrokerDirect at a discount.”

“If you’re a parts manager buying and selling parts, why wouldn’t you?”

According to Dailey, having the indicator on the offer and maintaining the percentage of Service Lane Parts that will need to be purchased from GM makes sense for his business. At Jerry Seiner, calculations are done at the beginning of the month to determine how many Service Lane Parts can be purchased during the month. Calculated purchases are made through Parts-



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BrokerDirect at the discounted rate at the beginning of the month. For the rest of the month, the percentage is monitored and adjustments are made in the offers. Periodically, Dailey exports the offer to calculate the SLP column and determine how much has been spent on Service Lane Parts through Parts-BrokerDirect.

“Once I have purchased what I can through Parts-BrokerDirect, I can zero out my service lane stuff and just focus my attention on the non-service lane parts and what I can buy. So the indicator just makes that transaction so much faster and so much easier,” Dailey said. He emphasized that the flagging feature gives the dealer the opportunity to make a split-second decision on those parts in each offer based on their GM Service Lane percentage.

Dailey now has all of the information at hand in each offer to make a decision right away and manage his Service Lane percentage that he has to buy from GM. Dailey left with one last piece of advice to share, **“I don’t understand why people don’t buy and sell parts with PartsBrokerDirect. Why wouldn’t you? If you’re a parts manager buying and selling parts, why wouldn’t you?”**

$$\text{\$100,000} - \text{90,000} = \text{\$10,000}$$

(.90 x 100,000)

(SLP inventory to be purchased - 90% of SLP needed for loyalty = \$ to be purchased through PBD)

