

What Makes a RepairLink Dealership Successful?

- **Informed and involved parts manager and counter staff**
 - Promote and support RepairLink
- **Smart inventory stocking**
 - Shops likely aren't going to order, if the site says "call" or "0 available"
 - Use the Account Services team and/or the reporting feature to see which customers are looking up parts and which parts are being looked up
- **Hot shot delivery**
 - Shops within 5-10 miles should be getting parts within an hour
- **Owns Their Backyard**
 - Focus on the shops closest to your dealership first with RepairLink
- **Quick response time**
 - Shops expect dealerships to answer their orders within 5-10 minutes
 - Text messages help to decrease the response time
 - Follow up on all new orders with a phone call, until the shop is comfortable with the program and your response time
- **Marketing/Promoting**
 - An OSR is preferred
 - If unavailable: a counter person going out a few times a month
 - OEC Marketing material (<http://www.oeconnection.com/rldealer>)
 - Flyers and stickers are great easy reminders about the program
 - Stickers on faxed diagrams
 - Flyers or RL flyers sent out with all orders
 - Promotions
 - When initially enrolled, dealerships saw success with offering some kind of a promotion to entice the shops to try ordering
 - Free lunch
 - Gift Card
 - X% off for X amount of time
 - Bringing a promotion back, every 6 months or every year, to get shops that weren't enrolled using and/or not engaged at first, to try ordering



Dealership Checklist

- Setting up a Power User
- Setting up Notifications
- Quick response to orders within 5-10 minutes
- Setup Mechanical Pricing formulas
 - List +, Cost minus
 - Matrix pricing
- Setup GPP
- Setup Default Trading Partner
- Review Customer Management process (Pending to Active)
- Review Notes
- Review attached illustrations to order
- Review how to respond to an order
- Shop Onboarding
 - List of your top 5 current mechanical customers
 - RL talk tracks

For Additional OEConnection Support:

Call 1.888.776.5792, ext. 2

or

Visit our 24/7 online Support Center at <http://oec.custhelp.com>



Right Part. Right Place. Right Time.

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