



trade **coaching & consulting**

Proven track record of supporting OEMs and dealers increase parts penetration into the independent aftermarket.

Knowledgeable. Experienced. Supportive.

OEC are experts in the challenging aftermarket arena for trade parts sales.

We utilise our resource and can provide hands on support for your trade strategy, from coaching to managed resource:



Business Development.

We provide business development managers, with multiple years of experience in the independent aftermarket, directly to national or global OEM programmes.



Sales Representation.

All programmes require solid sales representation by either the dealer or OEM to develop relationships with local independent garages. OEC provide sales representatives who have a history of developing accounts and acquiring new ones.



Telesales Services.

By utilising the OEC trade telesales team, you will get access to individuals who are experienced in challenging the customer to seize new business via the telephone, hitting more customers and achieving higher ROI than face to face visits.



Coaching & Consultancy.

Utilising our trade experts, we provide tailored coaching/consulting programmes to OEMs and dealers in how to maximise their potential.

Please contact OEC for more information:

Visit: OEConnection.com

Call: +44 (0)844 247 3577

Email: eusales@oeconnection.com

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15% average growth on trade programmes with dedicated business development managers



£12,000 Sales return each month by a telesales executive on a major trade programme



£10 per £1 spent ROI on OEC conquest reps



Product Benefits



**BUSINESS
INSIGHT**



**SELL MORE
PARTS**



**CUSTOMER
SATISFACTION**

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