

Revolutionary Marketing Approach For Dealer Parts Department

Highly competitive, inefficient, and filled with service glitches and redundancy – it could be a description of body shops, but it is really a description of the supply chain that distributes OE collision parts, paint, materials, shop supplies, and more to body shops throughout North America. Depending upon which wholesale collision parts department a shop might choose, the delivery, service, and pricing will be wildly inconsistent. Dealers that sell a few or nearly no collision parts are lumped into the same bucket as dealers who have invested millions into warehouses, inventory, delivery trucks, and an army of sales and support people. It is unfair and inefficient! They are all referred to as dealership parts departments, but there is a world of difference!

Worse than the fact they don't have a defining name, finding a wholesale collision parts dealer according to what they offer is actually a challenge for the buyer, the body shop. To identify, evaluate and select a dealer wholesale parts supplier is a case of trial and error for a collision repair business. It is even more so if they are actually looking for a long-term strategic partner and top parts vendor for their wholesale OE collision repair parts needs.

Until now, there was no way a shop could objectively select a wholesale collision parts department based upon what they offer - such as special delivery services, attractive terms, or a complete inventory. It has been a painstakingly inefficient process, yet nothing has been done in decades to improve it! Meanwhile, aftermarket and used parts suppliers have developed a national network that has drained a significant portion of business away from the OE Dealerships. In many ways, aftermarket suppliers have become more competitive and more convenient than dealerships for a body shop to do business with. Aftermarket has multiple locations to serve the collision businesses with one contact point. Dealer wholesale departments are all individual and all unique.

Currently, most shops select their Wholesale collision parts dealership based upon word of mouth, a door to door sales person, or maybe even worse. This haphazard business approach is the foundation of nearly \$16 Billion dollars of parts exchanging hands.

Are All Wholesale Collision Parts Departments The Same?

Just like body shops, there is little to no official distinction between wholesale collision parts departments in the collision repair industry. There has never been a rating system, criteria, business evaluation process, or general guidelines for selecting a dealership wholesale collision parts department. However, in reality, there is huge difference between parts dealers.

Finally, there is a distinction between wholesale collision parts departments.

...wholesale collision parts dealers now have an efficient means to promote, market and communicate with body shops!

The dealer's ability to provide inventory in a timely manner is critical to the shop's cycle time and service. Their ability to offer a competitive discount and performance rebate can make all the difference for the shop's profitability. Some dealers are even offering broader delivery ranges, overnight delivery and other innovative services. But without guidelines and an easy way to identify and select those that meet your criteria, a shop's choices are far too often left to chance!

No Effective Marketing!

For the most part, wholesale collision parts departments haven't had effective marketing. They can't use TV or Radio. A few use the yellow pages, but the costs are high and impact is low.

Most wholesale parts departments still do not have a website! Fliers are circulated, and sales people call on accounts, but all of them have limited success with an extraordinarily high cost.

A Better Way To Do Business!

Touted as the "Better Way" to do business, now wholesale collision parts dealers can leverage an innovative and unique marketing and promotional program. The program's foundation is BodyShopBuying.com, an online virtual marketplace that allows body shops to type in their zip code and find a qualified wholesale collision parts dealer that serves their area. Body shops can also search by brand, and services. The wholesale collision parts dealers can also use the advanced marketing tools that enable them to offer specials and email fliers and alerts. They can also add direct sales power through the option of the RPM Dealer Service's call center.

Finally, serious wholesale collision parts dealers have a means and mechanism to make a distinction between their parts businesses and everyone else. They also have options to turbo-charge their marketing and sales. They can use these services to reach the entire market and even mechanical repair shops.

BodyShopBuying.com and RPM Dealer Parts & Service Marketing are integral parts of Assured Performance Network. This unique organization has already successfully identified, qualified and assembled the largest network of independently owned collision repair businesses in the world. Their services reach far beyond their co-op buying group and Network Members, but they start with a huge foundation of top quality buyers.

Assured Performance has over 3,500 best in class collision repair businesses as Co-op Buying Group Members. The Assured Performance qualified shops average shop performs over \$2.5 Million in annual gross sales. That's over \$8.75 Billion or approximately 37% market share. They buy over \$3.5 Billion in parts!

www.BodyShopBuying.Com

BodyShopBuying.com employs the best aspects of traditional marketing and promotion, and adds an interactive and on-demand aspect never before possible. Now, shops can find a Wholesale collision parts department when they need them, 24/7/365. And, instead of a passive web site or none at all, participating Wholesale collision parts dealers have a sophisticated-looking, but simple to maintain web presence at the end of a search engine! Wholesale collision parts departments are able to look their best, present their product and service offering, and promote what they have to sell - all through one service. It is interactive, on-demand, hi-tech, hi-touch, and user friendly! This powerful new program, BodyShopBuying.com, is easy to use, highly cost effective, and innovative, but it is not for everyone. The service is reserved for only those Wholesale collision parts departments that can "Qualify" and meet the requirements. Assured Performance Network screens Wholesale collision parts dealers with a series of questions to ensure there is a match, and the service is right for all concerned.

Now, wholesale collision parts dealers have an effective means to market and promote themselves. They have a mechanism that can make a distinction between serious players and the rest. And now, there is an efficient way for any and all body shops to find the right vendors. There is now even a way for wholesale parts dealers to communicate with the best shops in their market.

Easy To Use

The program is easy for all sides to use. In just minutes, a dealer can create their online business profile complete with contact information, photos, and detailed descriptions of the services they provide. They can even add a video profile of their business and provide the potential buyer a virtual tour of their business.

Wholesaler can also leverage powerful electronic marketing tools that allow them to offer specials, announce new offerings, send alerts and announcements, and other electronic promotions.

Another unique aspect that has never been seen in this industry before is the ability for Wholesale collision parts departments to use the site to post, manage, and monitor shop purchases and offer special discounts and rebates according to performance criteria. They can even use the tools to pass through rebates to the shops offered by OEM's.

The return on marketing dollars investment (ROI) for any Wholesale collision parts department considering participating is outstanding. It is easily justifiable either from a perspective of customer retention or if you are expanding and planning to grow your market share.

Combined Traffic & Market Pull-Through

Each day thousands come to BodyShopBuying.com to find a parts dealer, jobber, Enterprise Rent-A-Car Area Manager, or 3M Rep. They might be there to search for a specific product or service, or to search or post a Classified Ad. They may even come to the site to check on and redeem their Assured Performance Financial Reward Rebates. But besides the number of shops that visit the site from repeat business, Assured Performance Network also promotes the site and the various dealers and vendors that are a part of the overall network. They also promote the site to all shops through publications, direct mail, telemarketing and other forms of promotion. Regardless, the dealer that wants to ensure their ROI is smart to contract the call center services and ensure every shop, body and mechanical, is contacted on their behalf. This new program from the online locator and promotional tool to the call center sales support modernizes an old and outdated distribution channel and the marketing options within it.

For more information call 949-221-0088, or go online to: www.OECollisionParts.com or www.bodyshopbuying.com