



The Company:

Bachman Chevrolet
Louisville, KY

The Challenges:

- Dealership staff lacked understanding on how to market the program, overcome shop objections, and how to on-boarding new shops
- Lack of understanding of the shop technology and how to respond to issues and objections
- Lack of understanding of an insurer's influence on a body shop when it comes to buying parts

The Solution:

OEConnection
WholesalePartsPro

The Results:

- In the two weeks following the field visit, shops sending transactions increased 55% and orders increased 63%.
- Dealer response time improved 57% in the two weeks following the field visit
- GM Bump the Competition transactions increased 25%
- The number of OE parts sold via CollisionLink increased 87%
- Overall shop perception and understanding was improved greatly

Consulting Takes Wholesale Parts Business to the Next Level

A parts manager's job is never done. Between working with customers, fulfilling orders, updating inventory, working with counter staff, answering phone calls and more, a parts manager has many areas of focus and limited time to devote to each. Ultimately, a parts manager's job is to grow the parts business of their dealership, and CollisionLink from OEConnection® can assist with growing the wholesale collision parts portion of the business. But, with all of the other duties a parts manager must attend to, some are finding it difficult to find the time and resources to train staff and engage shops in using CollisionLink on their own.

Dealerships looking for assistance with how to develop better wholesale relationships with the shop customers can enlist the help of the OEConnection WholesalePartsPro team. Proven to change buyer/seller behavior and increase incremental OE parts sales, the OEConnection consultants serve as an extension of dealership staffs, and deliver on-site expertise to educate, support and share best practices with dealerships. The consultant can offer a completely customized experience, based on the needs and areas of focus of the dealership.

An OEConnection consultant worked with Tom Finley, Parts Manager at Bachman Chevrolet in Louisville, Kentucky, and his staff to build knowledge in how to engage shops and counter commonly heard shop objections. Bachman Chevrolet was one of the first dealerships nationwide to enroll in CollisionLink, and have had success over the years with the program. Tom strives to have 100% of his shop parts orders come through CollisionLink.

"I've always been a fan of CollisionLink, from day one. I felt like it was the way we needed to direct our customers. I don't like to do [transactions] offline," Tom says, citing an error made when a transaction was completed outside of CollisionLink. The part was sold for less than what it should have been sold for, and although the dollar amount was minimal, it demonstrates what could have happened if the part had been more costly. He also cites the value of CollisionLink in improving efficiency at his dealership. "If it's a 20-line order, five lines might come up with a yellow caution or a red x, and all you have to do is look up five lines. Why would you NOT use this?"

However, as Tom explains, the dealership faced a challenge in "not really understanding what the body shop had to do and by not knowing that, we were totally unable to counter any objections." Tom and his staff heard from shops that the program was too difficult to use, or didn't integrate with their estimating system, and without knowledge of the shop side, were un-equipped to respond. A consultant from OEConnection worked with Tom and his staff to understand the shop application and the integration of CollisionLink with the various estimating systems on the market. "We're 100% more confident. We know more about [CollisionLink]," said Tom. The OEC consultant spent five days at the dealership, conducting internal coaching sessions with Tom and his staff and traveling with the outside sales rep to visit area collision shops. "He was really good with customers. He obviously knew the shop management systems and the estimating systems,"





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said Tom, which helped ease some of the shop’s concerns. “Just the education that we got is, by far, the most valuable.”

After the training and shop visits with the OEC consultant, Tom has seen a noticeable increase in shop usage of CollisionLink. Even those shops which may have previously pushed back seemed to be more receptive to the program. “We had one body shop that had pretty much flat out told us don’t bother even talking to us about it. But we went by there [with the consultant] and at least got him to listen. I know he’s signed up, and we were able to overcome a lot of objections,” Tom said.

In the two-month period following the dealership visit and coaching by OEConnection, the dealership saw a 42% increase in weekly transactions, and a 29% increase in the number of shops sending weekly transactions, resulting in a 29% increase in average estimated weekly profit dollars for the dealership. With attractive automaker programs like GM’s Bump the Competition program, which was a coaching focus during the consulting visit, shops can take advantage of discounts on GM parts, and dealers can receive reimbursements from the OEM. “They’re definitely doing more on CollisionLink than they were, and I’m getting more Bump the Competition business that I wasn’t getting before,” said Tom. Bachman Chevrolet saw 32% increase in Bump the Competition reimbursements in the two month period following the field visit.

Overall, shop perception and understanding has increased greatly due to the education Tom and his staff received. During the coaching session, the OEC consultant gave the team at Bachman some best practices moving forward, including talk tracks, how to actively promote CollisionLink and how to continuously leverage the OEConnection Account Services team for assistance with getting shops on board. Would Tom recommend the service to others? “I’d do it again. I feel like the money I spent [for the consultation], I will get back at some point in the future, as long as I keep doing what I need to do.”

