

Epicor Information Sheet

Drive More Parts Sales with Data

Knowledge is power for parts sellers, wholesalers, and distributors. Parts sales to shops increase as their businesses grow. Successful shops are more likely to expand operations and open additional locations. Helping them achieve that growth will pay dividends for your parts business.

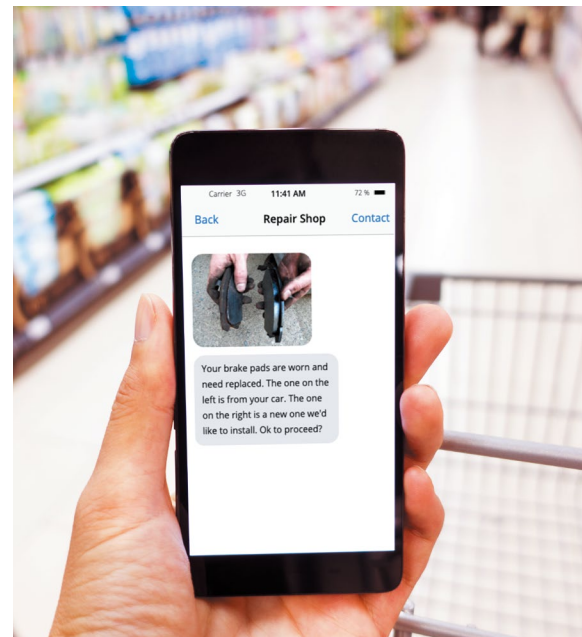
Service CRM™ software provides guidance and marketing advice to shops, helping them generate the most parts (and labor) sales possible. Inside the Service CRM software are several critical tools that will help make you and your customers more successful:

1 Maintenance Reminders

Vehicle maintenance performed when needed results in increased sales. By tracking VIN and odometer information, Service CRM software sends service reminders based on the actual driving patterns of each individual consumer in a shop's database. Accuracy builds trust with shop customers and can increase frequency of visits—more visits mean more parts sales.

2 Inspection Recommendations

Following up on service recommendations made after an inspection but not converted can increase sales of pricier and harder-to-move parts. By increasing the number of routine service visits per year, the number of vehicle inspections performed also increases. Vehicle inspections help find work that will need to be done soon. Inspections also find jobs that customers can't always afford at the time but might in the future. Service CRM software tracks work that is declined or needs to be done soon. By reminding drivers at strategic intervals after the initial visit, shops will get those jobs back sooner. These jobs are typically bigger, requiring more parts and more expensive parts. Your sales and inventory turns may increase as a result.



3 Special Promotions

Promotions are triggered by **events and circumstances** including seasons, holidays and manufacturer-sponsored events. A shop having a slow period will buy fewer parts. Sending Service CRM promotions increases the shop's service volume and therefore, you sell more parts.

Weather provides many opportunities to increase sales. Battery, charging system, lamps, and wipers in winter, A/C and cooling system with all the related belts, hoses, and fluids in summer, are obvious examples. These are highly profitable and dependable revenue generators when promoted consistently. Service CRM promotions can be sent for any or all of these.

Manufacturer rebates and loyalty programs rely on consumer awareness to succeed. Service CRM promotional tools provide the reach to let consumers know they have discounts or rebates available, benefitting shops and their parts suppliers. Marketing data has long shown direct causal relationships between discounts and buying decisions.



4 Epicor Support

We can provide your field and regional sales reps with whatever information and training they need to be successful. We will help your people communicate to shops the value of increasing service volume through intelligent, data-driven marketing. The more they know, the more they sell. Everybody wins.



EPICOR

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