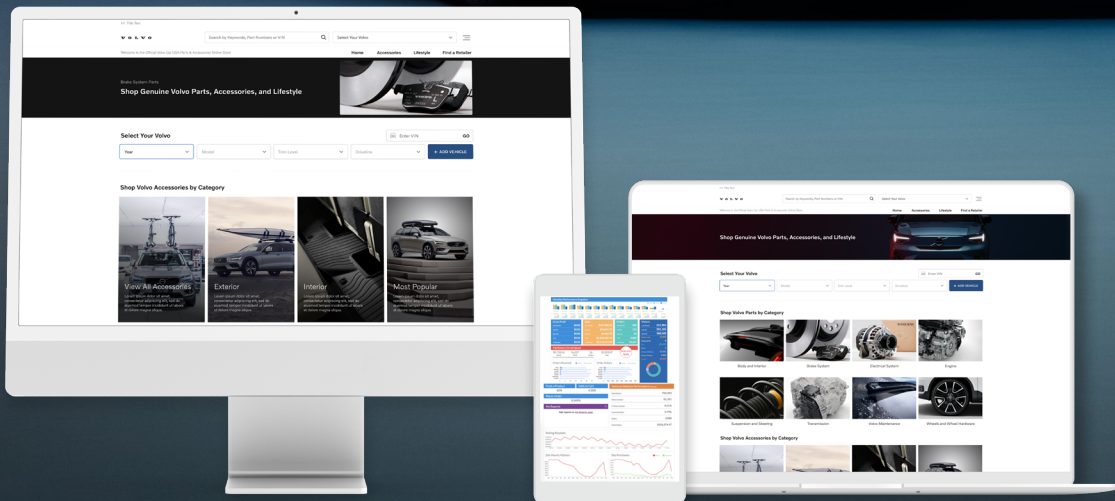


Volvo Parts & Accessories Online

DEALER TOOLKIT



Client Services Team: (888) 843-0425
Sales Team: (404) 620-9764

V O L V O

SimplePart



Table of Contents

Health Check	03
Reading Control Panel Reports	04
Pricing: Optimize Margins	06
Make the Most of Shipping	09
Your Guide to Shipping Supplies	12
Enhance Your Site's Performance	13
Search Engine Marketing 101	18
What is the Dealer Strategy Team?	20
Meet the Team	21
Thank You	22



Health Check

Whether you're new to eCommerce or a pro at selling online, SimplePart, an Infomedia company, helps you succeed in a long-term, sustainable way.

Here's a short health check you can use to select the package that best meets your needs and help you optimize your performance on the SimplePart platform.

What are Your Objectives?

Identify what your goals are to decide which SimplePart package is right for you:

Want to provide your customers with the complete up-to-date catalog of genuine Volvo accessories?	Accessories Only Package
Simply looking to have an online eCommerce presence?	Base Package
Looking for incremental sales as an extension of your parts counter?	Base or Base+ Advertising Package
Want to reach new local buyers and increase your dealership's visibility?	Base+ Advertising Package
Want to reach a new customer base outside of your local area?	Advanced Package

Is Your Store Performing Well?

Yes:

- Converting 1.5% or more of your visitors into purchases
- Achieving a **ROAS (Return on Advertising Spend)** of \$10.00/\$1 or greater

Then consider:

- An increase in advertising spend
- An increase in organic marketing efforts
- Upgrading your package

Is Your Store Under-Performing?

Yes:

- Converting less than 1.5% of visitors into purchases
- Seeing a **ROAS** of less than \$10.00/\$1
- **Add to Cart** rate is below 10%

Then consider:

- Modifying shipping rates to improve **Conversion** rate
- Contacting the Client Services Team for a coaching session



Reading Control Panel Reports

In this section, you will learn:

- Reports and business metrics to consider as you review your site's eCommerce performance

Whether you are looking for information on how much you sold last month or what category of products is the most profitable, SimplePart has you covered and makes it easy for you to find and review these important metrics.

Here are some reports you may want to consider as you review your site's eCommerce performance. Keep in mind, this list is just a starting point.

TIP: The easiest way to locate these reports in your Control Panel is to search for them by name using the Ctrl+F function or click on the report name linked below.

Let's start with the Gross Profit Report (by Month), available in the Reports section of the Control Panel. Our Client Services Team uses this report to quickly assess the health of your online store. This report highlights several key metrics, including:

- **Cart C/R (Conversion Rate):** The percentage of people who, after landing on your website, added a product to their cart. The higher the number, the better.
- **C/R (Conversion Rate):** The percentage of people who, after landing on your website, place an order. The higher the number, the better.
- **Total P+S (Parts/Accessories + Shipping):** The total dollar amount generated by selling and shipping parts, accessories and gear to your customers.
- **Total GP% (Gross Profit %):** The percentage of gross profit generated by selling and shipping parts, accessories and gear to your customers.

Gross Profit: Gross Profit by Month					
Month	Orders	Visitors	V / day	Cart C/R	C/R
2019-04	37	3,310	110	10.21%	1.12%
2019-03	55	3,604	120	11.12%	1.53%
2019-02	57	3,590	115	9.94%	1.59%
2019-01	82	3,640	121	10.06%	2.25%

By leveraging these four metrics, you can quickly assess how well your website is performing. Also, this report lets you know if your pricing and shipping are misaligned. Meaning, if your **Cart C/R** is high but your **C/R** is low, your prices are probably competitive, but your shipping rates might not be. Customers are adding products to their carts, but ultimately aren't buying because of higher shipping rates.

Continue



Reading Control Panel Reports (cont.)

Another report is the **Sales Breakout by Month**, also in the Reports section of the Control Panel. Our Client Services Team uses this report to help our clients visualize their sales mix, which is the relative proportion of parts, accessories and gear sold. This report highlights several key metrics, including:

- **Total Parts Sales & Parts GP%:** The dollar amount of parts sold and the associated gross profit.
- **Total Accessories Sales & Parts GP%:** If your catalog includes vehicle accessories, this section shows the total dollar amount of accessories sold and the associated gross profit.

Orders: Sales Breakout By Month				
Month	totalPartSales	Parts GP%	totalAccessorySales	Accessory GP%
2019-04	\$2,457.68	18.98%	\$4,135.10	12.40%
2019-03	\$4,112.27	18.69%	\$6,118.46	11.93%
2019-02	\$5,144.83	17.32%	\$6,518.59	12.09%
2019-01	\$4,639.08	18.89%	\$7,392.02	12.51%
2018-12	\$4,086.98	20.27%	\$2,384.21	16.17%
2018-11	\$4,262.73	21.29%	\$1,378.61	19.63%

Why is this report important? It can help you strategize on what category makes the most sense for you to promote. For example, you may want to consider investing more resources in promoting your catalog of accessories, which tend to have lower margins. Our Client Services Team can help you with these types of decisions.

We also recommend **Source of Visitors & Sales**. Available in the Reports section of the Control Panel, this report is designed for those dealers with packages that include online advertising (SEM) services.

Performance Reports: Source of Visitors & Sales			
reportMonth	Source	Visitors	Sales
2019-03	Display/Search Ads	128	\$117.60
2019-03	National Parts Website	214	\$4,029.58
2019-03	Organic	801	\$1,929.27
2019-03	Other	126	\$1,114.95
2019-03	Search	491	\$426.14
2019-03	Shopping	1,854	\$3,725.51

In this report, you can quickly see where sales on your website come from—Search Advertising, Shopping Advertising, Organic or the National Tier 1 website.



Pricing: Optimize Margins

In this section, you will learn:

- How to develop a parts and accessories pricing strategy that meets your goals
- Reports and business metrics to consider as you develop your pricing strategy

A key driver of sales on your website is pricing. According to a survey by Namogoo, a digital customer journey platform, more than half of respondents ranked **price as the most important factor when shopping online**, and 75% said price is one of the two most important factors in their purchase decisions.

How you price parts and accessories online will depend on your business's goals. Following these steps will help you price your parts and accessories so you can meet your online objectives in a long-term and sustainable way.

Define Your Goals:

You've probably heard the phrase, "To sell more, you need to lower your prices." This statement is only partially true. Your online customers can easily compare your prices with your competitors' with a click of the mouse. However, having the lowest prices does not mean you will be the most successful dealer.

At SimplePart, we recognize that every dealer defines his or her success differently. Before you lower your prices, let us help you define your goals and how pricing your parts and accessories plays a role in reaching them.

Volume:

Is your goal to be a volume player, even if this means pricing competitively and maintaining lower margins?

Some volume players receive most of their revenues from backend OEM financial incentives. If this is your case, then **pricing your products very competitively** could be the right strategy for you. However, keep in mind that a large number of orders means **allocating more resources** to fulfilling those orders on a daily basis.

A Combination of Volume and Gross Profit:

Do you consider your website a natural extension of your existing parts counter? If this is the case, you have more flexibility with your strategy and can increase your prices within a competitive range. **You might sell less volume, but your online parts store will be more profitable per order and require fewer resources.** Also, our team can work with you on solutions to keep prices higher, but still be competitive in the market. For example, you can run marketing promotions or optimize your prices to offer free shipping.

A Web Presence:

Are you new to the eCommerce world or just looking to add an online presence for parts and accessories to your dealership? If either is the case, you can start out by pricing your parts and accessories at or around MSRP. Keep in mind that this will **generate fewer orders, but your resource commitment will be minimal.**

[Continue](#)



Pricing: Optimize Margins (cont.)

Using Pricing to Reach your Goals:

Optimally pricing your parts and accessories is important, but there are also other tools you can use to meet your objectives. Shipping rates and advertising spend can also help you sell more. Keep this in mind as you work on your **pricing strategy**. Only lowering prices on your parts and accessories may not always be the best course of action.

Things to Know about Pricing:

- Many dealers like to keep things simple when it comes to pricing parts and accessories (cost + 25 across all products, for example).
- Others prefer a more sophisticated and targeted strategy; for those dealers, we recommend utilizing **pricing matrices** as a solution.
- Pricing matrices balance high margins without lowering conversion. With a matrix, dealers can control margins for select price ranges and stay competitive.
- Higher margins are maintained on inexpensive popular items.
- Don't ignore pricing strategies. Consider the competitive landscape. If you can **price lower than MSRP**, you'll drive more customers to your site, increasing sales volume.
- Margins can be adjusted for higher priced items so as not to detract potential customers.

Let's start by analyzing where you are in terms of pricing. SimplePart makes this part easy for you. Our customized reports coupled with our team of experts can help you analyze and improve your online performance.

Here are some reports you should be monitoring on a regular basis for pricing:

Continue



07 / 23





Pricing: Optimize Margins (cont.)

The Gross Profit Report (By Month):

Located in the Reports section of the Control Panel, this report highlights key metrics to measure your success. For example:

Cart Conversion Rate: The percentage of people who are viewing their cart, most likely after adding products to their cart. The higher the percentage, the better.

Conversion Rate (C/R): The percentage of people who, after landing on your website, place an order. The higher the percentage, the better.

Gross Profit: Gross Profit by Month					
Month	Orders	Visitors	V / day	Cart C/R	C/R
2019-04	37	3,310	110	10.21%	1.12%
2019-03	55	3,604	120	11.12%	1.53%
2019-02	57	3,590	115	9.94%	1.59%
2019-01	82	3,640	121	10.06%	2.25%

By leveraging these two metrics you can quickly assess if your pricing and shipping rates are competitive. Every dealer and every brand is different, but as a rule of thumb, you should strive to be **at least 8% for Cart C/R** and **1.5% for a C/R**.

Also, this report can give you an indication if your pricing and shipping rates are misaligned. If your **Cart C/R is high, but your C/R is low**, your prices are probably competitive, but maybe your shipping rates are not. Customers add products to their carts, but ultimately may not buy because of higher shipping costs.



Make the Most of Shipping

In this section, you will learn:

- How to select the shipping providers that are right for you
- Tips and tricks to optimize your shipping process

Once you decide to start selling online, shipping becomes a huge aspect of your parts counter’s operations and sales. **Shipping can be a profit center for many dealers**, but it can also be a deal-breaker for many owners when shipping costs are too high.

Shipping Options:

The SimplePart platform supports all major shipping carriers: USPS, UPS and Fedex. For small orders and anything that will fit in a flat rate box, we recommend using **USPS** because it’s often the most cost-effective option. Often, you can charge owners a lower rate and make more gross profit utilizing USPS. For larger items like bumpers and grilles, **UPS** and **FedEx** can also be considered.

SimplePart System-wide Average Profitability by Shipping Carrier			
Shipping Carrier	Avg. Customer Order Shipping Charge	Avg. Dealer Cost per Box Shipped	Profit per Box Shipped
USPS	\$13.48	\$8.33	\$5.15
UPS	\$25.54	\$27.33	-\$1.79
FedEx	\$30.06	\$23.64	\$6.42



Make the Most of Shipping (cont.)

Take advantage of our **integrated shipping software and platform solutions**. SimplePart offers integration with ShipStation, and Real Time Shipping (RTS). These solutions allow you to easily compare shipping rates in real-time, accurately gauge delivery times and select the best carrier based on cost and delivery. While you still need to boxup orders, our shipping solutions make it easier to ship them, saving you time and resources.

TIP: Do utilize local pickup, as consumers who choose this option are 13% more likely to convert a sale. It also increases sales of non-shippable items.

Shipping Tips:

Avoid under-charging for bulky or heavy products: On average, 2% of orders will include an item requiring additional shipping fees. To cover this, you can set a fixed shipping rate specifically for these items by part number, or by an entire category.

According to a survey about retail shoppers' shipping expectations, 62% of shoppers expect free shipping on their orders. What's more, further studies report that shipping fees are frequently named as one of the main reasons for cart abandonment—with an average abandonment rate of 69.8%.

With these statistics in mind, try to offer competitive shipping rates to customers: Cheaper or free shipping means more attractive prices to owners, which ultimately leads to increased conversion rates and more sales.

NOTE: According to a McKinsey report, retailers should deliver the product quickly to create repeat buyers, as 90% of eCommerce consumers expect a three-day shipping time in general for their orders. Do pay attention to orders' shipping time!



Shipping Strategies

In this section, you will learn:

- How you can optimize your pricing strategy so you can offer free shipping
- How you can set up shipping accounts to send packages faster and for less

Let's continue by going over **free shipping**—it's everywhere in eCommerce. According to a 2021 report on consumer shipping expectations, an overwhelming **83% of consumers prefer free shipping when given the choice between free shipping** and fast shipping. Furthermore, a 2019 survey found that **free shipping leads to more sales**: 84% of shoppers specifically made a purchase because shipping was free, and 30% **said they always increase the size of their orders** if it qualifies them for free shipping.

As more and more shoppers are coming to expect free shipping when they purchase online, how can you take advantage of this trend?

Here are some examples:

- **Set a free shipping threshold.** We recommend setting it at 10-15% above your existing Average Order Basket (AOB) **Note:** Dealers should set a free shipping threshold that makes sense for their dealership.
- Bake some or all of the **shipping cost** into the price
- Market free shipping by **running promotions**
- Select the most **cost-efficient shipping carrier**

Keep in mind that offering free shipping is not a necessity, but merely another tool to drive sales.

Streamline Your Order Processing Procedures:

Set up a schedule that works with high order volumes, stock order deadlines and shipping carrier pickups. Negotiate shipping carrier pickup times with all of your carriers.

Review and receive orders as frequently as possible. Optimally, you should try and receive orders once at the beginning of the day, and once before the stock order deadline. Accept orders on Saturdays if you're able to. Process orders according to your stock order deadline or shipping carrier pickup times.

Consider Packaging as a Promotional Tool for Your dealership:

After all, your packaging to a customer is an extension of your physical store. Make sure you make a great impression, one that stimulates customer loyalty and repeat sales.

Package everything properly, especially when shipping expensive and fragile items. Be generous when it comes to packing peanuts and bubble wrap. Keep a variety of box sizes on hand. Uline.com, PackagingSupplies.com and ShippingSupply.com offer a large selection of box options. See if your carriers offer free boxes and make sure to keep USPS flat rate boxes on hand.

Include promotional material in your packaging, such as coupons and discounts, to stimulate additional orders. Consider including a "Thank You" note as well. It can go a long way to help turn your customer into a loyal, long-term client.



Your Guide to Shipping Supplies

In this section, you will learn:

- What shipping supplies you will need to run a successful eCommerce business
- How to set up shipping accounts to help you send packages faster and cheaper
- Where to find deals and discounts to help you with your shipping and supplies

You've got your online store all ready to go. But are you equipped to start shipping your first orders? We've put together a list of supplies you'll want to have on hand as you fulfill orders.

Things You'll Need to Get:

- ❑ **Medium-sized square boxes and long, skinny 6-8" boxes** – You can cut these down to size to fit whatever you'll be shipping out.

TIP: Once you start seeing more volume, look around locally for smaller corrugated box suppliers. They often offer discounts.

- ❑ **Tape and a tape gun dispenser** – Save yourself some frustration and spend the money on quality items.
- ❑ **Clear invoice pouches** – These aren't always needed, but they're good to have around. It's better to be prepared than sorry.

TIP: You can often get these for free or at a discounted price when you have a UPS or FedEx master account.

- ❑ **Package scale** – A 70lb range is sufficient.
- ❑ **Label printer** – Check with UPS or FedEx, as they will often give you one for free.

Tips on Packaging:

- ❑ **Small, flat-rate boxes** – Around 65% of your packages will be sent this way.
- ❑ **Flat-rate Tyvek envelopes** – This envelope always ships at a small, flat-rate price.
- ❑ **Large and medium flat-rate boxes** – Brake rotors and other heavy items are best sent with these.
- ❑ **Priority mail dual-use tubes** (triangle boxes)
- ❑ **Customs form envelopes** – It's useful to keep these on hand. You never know when you may need them

TIP: Be sure you inform your local post office you've started shipping with USPS. You'll likely be able to request a regular pickup time.

Continue



12 / 23





Enhance Your Site's Performance

In this section, you will learn:

- How to leverage promotional banners on your site
- Tips and tricks on how to run successful email marketing promotions

Running promotions on your website, giving out coupons and sending promotional emails to existing customers are all great ways to generate more sales. At SimplePart, we regularly run marketing promotions for our dealers and OEM partners. **Our promotions often generate 3x to 4x our clients' typical order volume.**

TIP: For more information, view our resources on promotions: <https://tinyurl.com/4n3r5uvk>

Promotional Banners:

Start at the Control Panel homepage. Then, click the **Settings dropdown menu**.

The screenshot shows the SimplePart Control Panel homepage. The top navigation bar includes: ORDERS, CUSTOMERS, RESEARCH, INVENTORY, SETTINGS, and HELP. The main content area is divided into several sections: Recent Notifications, Monthly Performance Snapshot, and Gross Profit. The Settings dropdown menu is open, showing a list of options: Coupons, Dealer Only Landing Pages, Landing Pages, Manage Emails, Manage Offers, Metadata, OEM Module Settings, Pricing, Page Content, Role Pricing, Seo Content, Setup, eBay Settings, Shipping Rates, Shipping Rates by Zip, Shipping Configuration, Tax Rates, Testimonials, Update Log, Website Groups, Website Log, and Website Metadata.

Month	2021-10	2021-11	2021-12	2022-01
Revenue	\$20,458,933	\$12,358,061	\$11,418,759	\$9,953,000
Orders	67,333	70,903	68,504	62,300
Units	12,656,411	10,461,368	10,447,293	10,939,300

Period	Last Month	Last 30	Next 30
Gross Profit	\$2,159,143.19	\$2,169,462.16	\$2,266,228.01

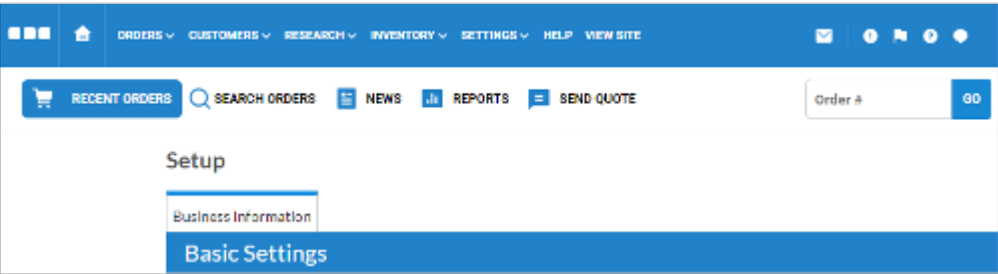
Continue





Enhance Your Site's Performance (cont.)

Then click Setup. This will bring you to the **Setup screen**, from which you can create the banner. The top of this page will show your business information.



Banner
Banner Title
Banner Text
Banner Image
Banner Link Target
Banner Start Date
Banner End Date
Banner Location on Page

Scroll all the way to the bottom of the page and you'll find the **Banner section**. This is where you'll see text boxes for the banner title and text and a few other details like target link, start and end dates and where the banner will be located on the page. Look at the details below for more details regarding these fields and tips on how to write effective banners.



Enhance Your Site's Performance

This is where you'll see text boxes for the banner title and text and a few other details like target link, start and end dates and where the banner will be located on the page. Look at the details below for more details regarding these fields and tips on how to write effective banners.

BANNER TITLE - In this field, you can write the title for your banner. It can refer to your store's promotion as a whole (like "Long Weekend Promotion," for example), or it can be used as a way to introduce an announcement your store is making.

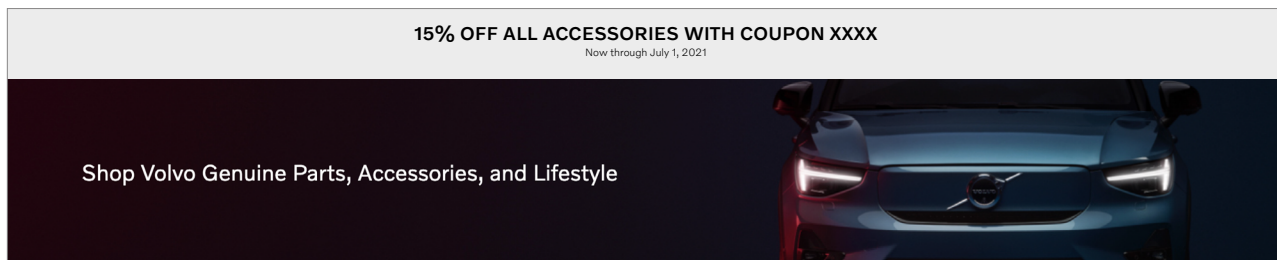
BANNER TEXT - What you type in this field will display as smaller text beneath the title. You can use this to go into the details of a promotion or announcement.

BANNER IMAGE - Although it is not recommended to include an image, in this field you can place an image file here to add to your banner.

BANNER LINK TARGET - This is the link that will take your customers to the page associated with the promotion when they click the banner.

BANNER START AND END DATE - With these fields, you can control the time frame of the banner to coincide with a promotion or announcement down to the minute.

BANNER LOCATION ON PAGE - Here, you can choose to have your banner front-and-center or displayed in a more subtle way by choosing between the "mainnav" or "docked" options. For a banner that's center stage and can't be missed, apply the "mainnav" term in the Banner Location on Page field.



Promotional banners, located at the top of your website, are an effective way to let visitors know what's on sale and for how long, or any active promotional discount codes or free shipping events. Be sure to use promotional banners in moderation.

BANNERS SHOULD FOLLOW THESE GUIDELINES:

- Keep title and text clear, short and effective.
- Make sure to include a call to action such as "click here."
- Run banners for a limited amount of time.
- For a high quality image, make sure the dimensions are 1150px x 100px.



Coupon Strategies

In this section, you will learn:

- How dealers can leverage coupons on their site and beyond
- Tips and tricks on how to run successful email marketing promotions

Coupons:

Coupons are another great marketing tool that not only drive sales, but also help build customer loyalty. Coupons can be used in many different ways and can be either digital or printed. Use them to **highlight the discount value, duration and eligible products**. Consider delivering your coupons during a promotion email campaign or in your packaging as cards or slips.

Tracking the performance of every single coupon and campaign you launch is crucial to your business' promotional strategy. SimplePart offers a built-in coupon code tracking system, so your coupon campaigns can become a great new source of data to continuously improve your business's performance. You can even run a few coupon campaigns simultaneously to see which coupon has the best impact on sales.

Your coupons should include some key elements:

- ❑ **A clear and concise call to action**, such as:
 - "Claim your deal"
 - "Shop now, save later"
 - "Save 10% on your next order"
- ❑ **An expiration date** – This creates a sense of urgency, incentivizing shoppers to take action
- ❑ **Clear and concise instructions** – Complicated rules will discourage potential customers



Great Ways to Build Store Loyalty Using Coupons:

You can **add packaging inserts** to an order before you ship it out. These inserts are great to build store loyalty and pair well with a thank you note.

Adding a coupon to your email receipts offering a discount on the next order is another great way to generate repeat business.

Continue





Email Promotions

Promotional emails can also be used strategically to generate sales and build a loyal customer base. According to marketing software company HubSpot, **59% of buyers say marketing emails influence their purchase decisions**. Our experienced marketing team works closely with our PRO dealers and OEM partners to create and distribute promotional emails. Here are some tips and tricks to help you run your own email campaigns.

- ❑ **Keep your relationship with your customers in mind** when creating a promotional email. Do not bore them, do not be intrusive and do not be repetitive
- ❑ **Consider your frequency.** Emailing your customers too many times can cause them to stop paying attention, turning your emails into a nuisance instead of a welcome communication
- ❑ **Take time to develop a strong call to action.** The most effective promotional emails are able to convert the user right away. A good call to action pushes the reader to complete an action
- ❑ **Experiment with your email's format,** copy, call to action and images. Successful email campaigns are a constant work in progress
- ❑ **Keep it short.** When it comes to promotional emails, remember: less is more. Have your important information at the top followed by any additional details
- ❑ **Tie your promotional campaigns** in with other marketing activities to achieve more success. Our most successful promotional email campaigns run alongside paid search ads on Google and Bing, coupon codes, marketing integration with existing OEM promotions, promotional banners and hero images on your site



For more information, check out our knowledge base article on site performance:
<https://tinyurl.com/4n3r5uvk>



Search Engine Marketing 101

In this document, you will learn:

- What Search Engine Marketing (SEM) is and how it affects your site's eCommerce performance

Search Engine Marketing can be summed up simply as purchasing space for paid ads on search engines as a way of driving traffic to your website. However, our SEM team does much more than simply buying ads.

Every member of the SimplePart SEM team is **GoogleAds certified**, meaning they're experts in PPC (pay-per-click) advertising. They monitor every client's account so that ad campaigns are fully optimized and operating at the highest level of performance, frequently optimizing keyword and bidding strategies to drive high-quality traffic to your site.

The advertising budget for online stores is set by the clients themselves. Budgets will vary depending on package level and how much the particular client wants to spend. **Once a budget is decided on, our SEM team works to spend that amount within a 10% window**—this space is used because of the variability of traffic. Our SEM experts use a detailed bidding algorithm to automatically generate bids for PPC search ads based on the product's value. The package level you choose will also depend

on the audience you're trying to reach. Whether you want to attract more local customers, expand out to your regional area or take your business to a national level, our SEM team is able to make sure your products are seen by the right people.



LOCAL
REACH

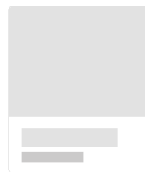


REGIONAL
REACH



NATIONAL
REACH

Google



A key component of our SEM strategy is using **Shopping ads** on both Google and Bing. In fact, most of the sales driven to your site from SEM will be from Google Shopping. This is generally because **Google Shopping** uses images, which are a proven way to increase sales. According to Adobe, more than **80% of online shoppers report that product photos are highly influential when they are making purchasing decisions**. Not to mention, color images let the customer know they've found the exact product they're looking to purchase.

We currently have over 4,300,000 products present on Google Shopping, and because we submit these through a feed, our process is more efficient than trying to upload each product individually. Our feed takes the image and price of your product directly from the website and inputs it into Google and Bing Shopping, allowing the customer to see the most up-to-date information about products on your eCommerce site.

Continue



18 / 23





Search Engine Marketing 101 (cont.)



If you already have SEM as a part of your package, you can see the results of our SEM Team's hard work on your Control Panel. It also shows your **Paid Return on Ad Spend**, or return on your ad dollars.



For more information, view our video at tinyurl.com/SEMANDProfit



What is the Dealer Strategy Team?

The **Dealer Strategy** Team at SimplePart gives you the unique advantage of speaking with an unbiased partner who is wholly focused on the success of your business. When you sign up for a package that includes Dealer Strategy consultations, you'll be contacted by a member of the team when your site goes live to let you know what to expect.

What sets our Dealer Strategists apart is their **ability to identify which factors will best improve the growth of your business**. Using market research, our strategists are able to analyze your portfolio to identify areas for competitive adjustment. With these suggestions, you'll be able to make the best decisions for your business and find success in a long-term, sustainable way.

The initial interaction with our expert team includes **at least three conversations over the course of a month**. During these calls, our team takes a look at several key performance indicators that can affect your market standings. This could include your current **parts and accessory pricing matrix, shipping mix and other key elements** unique to your dealership. All of this data will be analyzed, and you'll be given a full consultation on which steps should be taken next based on your goals.

TIP: Our PRO package includes the highest level of involvement from our Dealer Strategy Team, giving clients on this plan several additional benefits. The main advantage, however, is having unlimited access to a strategist for the duration of your contract.

Regardless of how often you contact us, our team will continually **monitor your progress and reach out to you** if any adjustments should be made. For example, if your pricing isn't competitive or your shipping matrices need to be adjusted to be in line with your market, our team will contact you and provide this data. Pro dealers can also request a report showcasing results from before and after the suggested changes were made displaying the results of your decision.

Example Dealer						
Date Range: 16	Sales	Spend	ROI	Orders	Basket	Add to Cart
12/1 - 12/16	\$1,721	\$202	\$3.09	16	\$95.00	14.53%
12/17 - 1/1	\$2,584	\$148	\$7.78	16	\$161.00	15.68%
Performance Improvements	50.15%	-26.73%	151.78%	0%	67.71%	7.91%

EX: One of our Pro clients required a Parts Matrix adjustment in order to stay competitive. The change was made on 12/17/2018. Our Dealer Strategy Team measured the before and after stats and compiled this table for future reference.

With over 40 years of combined automotive experience, our Dealer Strategy Team has the expertise to evaluate any scenario, deal with unique problems and offer clear, detailed solutions.



Meet the Team

We're a data-driven team that provides industry-leading support to our partners. Our goal is to help dealers achieve their business objectives through coaching and communication and assist dealers after onboarding and beyond with their eCommerce experience.

Dan DuPree

VP of Client Services

Dan has been an integral part of the SimplePart team since 2013. He leads the charge in helping dealer and manufacturer partners navigate the world of eCommerce. Prior to SimplePart, Dan worked in various dealerships and started his working career as a high school teacher and coach. He enjoys fly fishing and spending time with his growing family on the weekends.

☎ (404) 620-9764 ext. 120

✉ ddupree@simplepart.com

Anthony Hardy

Senior Dealer Strategist

As a 30-year veteran of the Automotive Industry, Anthony is more than familiar with the ins-and-outs of working with OEMs and Dealers. He has experience in both Sales and Fixed-Ops, making him the perfect Strategist to help our Pro dealers exceed their goals and hit their targets, month after month. And his automotive expertise extends beyond just his career: Anthony also helps single mothers receive reliable automobiles through the charity Love-Land ministries.

☎ (404) 620-9764 ext. 124

✉ ahardy@simplepart.com

Robert Miranda

Client Performance Analyst

A veteran in the eCommerce and automotive industry with a career that spans two decades, Robert has worked with OEMs and major dealer groups as well as single rooftop dealers and independents. Having played an active role in the automotive digital revolution, he has many years of experience helping dealers achieve success and build their business across the areas of digital marketing, merchandising and eCommerce. In his spare time, Robert enjoys soccer, cooking and spending time with his family.

☎ (404) 620-9764 ext.151

✉ rmiranda@simplepart.com



Thank You

We hope you found the articles in this toolkit helpful to your daily operations. We look forward to being your eCommerce partner and helping you grow in a long-term, sustainable way. If you still have any questions or concerns, we've got the right team of experts to help you out.

Contact Information:

For site or setup questions, contact our 24/7 Client Services Team:

☎ (888) 843-0425

✉ support@simplepart.com

For detailed package and program information, contact our Sales Team:

☎ (404) 620-9764

✉ sales@simplepart.com

For knowledge base articles and guides, visit our website:

🖱 simplepart.com



Client Services Team: (888) 843-0425
Sales Team: (404) 620-9764

V O L V O | **SimplePart** ■■■