

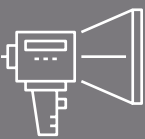
## Dealer Best Practices

RepairLink<sup>SM</sup> can help you drive OEM parts sales, save time with increased efficiency, and enhance relationships with customers. These Best Practices can help make you a Dealer of choice among independent repair facilities.



### Market to Customers

- Hand out co-marketing flyers that explain OEM programs.
- Create messaging stating RepairLink orders will take priority.
- Require sales reps to visit customers and demonstrate how to use RepairLink.
- Use RepairLink stickers on every invoice.
- Offer promotions to customers that order through RepairLinkShop.



### Amplify Your Customer Service

- Set up new online order notifications and respond quickly (within 5 minutes). Shops care about service above anything else.
- Call shops to let them know their order was received.
- Be consistent on delivery.
- Use counter staff to drive customers seeking illustrations to RepairLink so *they* can choose the correct part(s) needed instead of explaining over the phone.



### Optimize Your Investment

- Set up customer pricing and be competitive.
- Regularly engage your customers to use RepairLink to order all parts.
- Setup gross profit protection.
- Use RepairLink to see what shops are searching for.
- Reach out to shops who are browsing, ask them what they need.

Contact your Customer Success Rep or check out the Support Center for assistance in creating marketing strategies, flyers, and stickers.



**DID YOU KNOW...**  
You can view these illustrations online at [RepairLinkShop.com](http://RepairLinkShop.com)?