



Luxury Imports/BMW of Bowling Green Embracing New Technology for Wholesale Part Sales Growth

By Brittney Henton

Having two direct competitors in the same showroom has its benefits for Luxury Imports/BMW of Bowling Green.

The dealership's parts manager, Ryan Booker, said there are only a couple other dealerships in the country that sell vehicles from both the Mercedes and BMW franchises under the same roof.

And most likely, he added, body shops that repair one brand are repairing the other. That means those shops could easily order the majority of their parts from his Kentucky-based store.

While that is an added benefit of having a double-threat dealership, there's one extra factor that takes Booker's parts income to the next level. "The reason that we're doing so well in parts revenue is (because we are) utilizing PartsTrader," Booker said.

Booker has worked at the 15-year-old dealership for two years. He said the dealership has been using PartsTrader for about 18 months.

"Initially I didn't want to miss out on potential revenue... from vehicles being repaired that had State

Farm auto insurance, so we enrolled and began to use it," Booker said.

Booker said that any body shop repairing a vehicle for a customer whose claim will be paid by State Farm must use PartsTrader to order their parts. "That's why we've seen a big increase in volume of orders coming through the PartsTrader interface," Booker said.

He added that due to repair shops being required by State Farm to use PartsTrader initially, they've seen the usefulness and the ease of use.

"Now you have body shops and some repair shops that just use PartsTrader for all of their (ordering needs)."

Booker said with PartsTrader his store has set specific geographic parameters to attract wholesale parts customers from up to 100 miles away.

"And honestly that's where most of my business comes from...not locally," Booker said."

Booker said, for example, some body shops in Nashville, Tenn., don't care where their parts come

from as long as his 2-in-1 dealership can get the parts to them cheaper and quicker than the dealerships located in the same city.

He said submitting competitive quotes on parts via PartsTrader is almost like advertising.

“And a good portion of our growth is attributed to PartsTrader,” Booker said. “We’ve found new customers from places far enough away that they didn’t even realize we existed until they saw us on PartsTrader.”

Booker said wholesale sales occupy the biggest amount of his time and bring in the most money to his four-man department.

The dealership was involved in the wholesale parts business before using PartsTrader. However, since they began using it, wholesale sales have increased significantly.

He said the business does \$100,000 in wholesale parts sales a month, and his department has about \$350,000 in parts inventory.

Not only has PartsTrader helped the dual dealership attract more customers and bring in more revenue, but Booker said the purchasing and quoting system “saves you from having to fax things, make phone calls and send emails.”

And time is PartsTrader’s gift that keeps on giving. “The quoting process and the ordering process is now streamlined ... we’re able to move onto the next order faster,” Booker said. He said that means he is able to sell more parts throughout the course of the day.

“I wish that everybody would use it to be honest with you,” he said. His theory as to why more and more people are using it: it holds people accountable.

“I would say that whether you’re talking about your personal life or your professional life, whether you’re having a minor disagreement or a full-blown fight, 99 percent of the time it’s due to miscommunication or lack of communication,” he explained.

“When you’re using PartsTrader, there’s no ‘he-said, she-said’ conversation. It’s all black and white.” Booker said that if they need clarification, buyers and

sellers are able to leave comments and add pictures. But there is no misunderstanding due to differences in dialect, like when one person calls soda “pop,” and the other person calls it “cola.”

“In the car business somebody may call something one thing, and we’ve never referred to it as that.”

But with the online parts ordering system, “it is what PartsTrader refers to it as, and we have to learn those terms.”

He said PartsTrader makes it easy: a shop asks for a specific set of parts. The seller quotes them for a specific set of parts. The shop buys a specific set of parts. The shop can’t go back and say “you didn’t give me this.” Every quote and part requested can be reviewed on the website.

But it’s not about proving fault, Booker explained. “We’re trying to streamline processes to get things done faster so you can move onto the next thing. Basically, using the PartsTrader interface makes that possible.”

This article courtesy of PartsTrader - www.partstrader.us.com