

# Under the Hood

this issue

Future Sales **P.1**

Suggestions **P.2**

ISSUE 3

May 19, 2011

## Key Factoids:

Non-Government payroll grew by 268,000 jobs in April, 2011, the largest increase in 5 years.

According to First Research, there are over 165,000 repair shop locations in the US.

New car sales rose 18% in April 2011 over April 2010.



## Future Sales

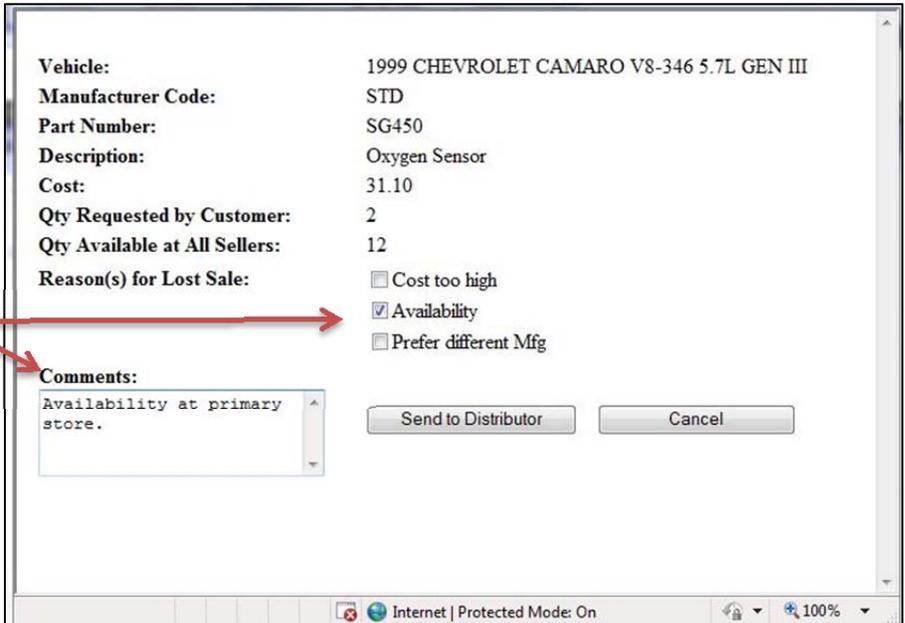
There is a feature within the Internet AutoParts (IAP) eStore allowing the Service Dealer to provide feedback relating to Future or Lost Sales. The Service Dealer can provide feedback to the distribution partner while they are in the eStore, by clicking on the  button that is located at the far left of the parts list page:

Status	Labor	Description	Mfg / Part #	Years	Warr.
Fuel & Emission > Emission Parts > Oxygen Sensors (Emission Parts) <input type="button" value="Expand"/>					
STANDARD					
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<a href="#">Oxygen Sensor</a>	STD SG450	98-02	<input type="checkbox"/>
① UNIVERSAL - DOWNSTREAM & UPSTREAM					
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<a href="#">Oxygen Sensor</a>	STD SG274	98-02	<input type="checkbox"/>
① LEFT - DOWNSTREAM & UPSTREAM RIGHT - D					
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<a href="#">Oxygen Sensor</a>	STD SG277	98-02	<input type="checkbox"/>
① RIGHT - UPSTREAM					

Once this button is pressed, the service dealer will be prompted to provide input back to the distributor, as to the reason they didn't make the purchase. This information can prove to be invaluable for the distribution partner in terms of understanding why more purchases are not being made electronically.

The screen that the Service Dealer completes is as follows:

Service Dealer completes the information regarding this specific part and may enter comments. The system provides the vehicle information, mfg/part number, cost to the dealer, qty requested, qty of all of the sellers in this network, check boxes for the reasons and a comment area.



The screenshot shows a web form with the following fields and options:

Vehicle:	1999 CHEVROLET CAMARO V8-346 5.7L GEN III
Manufacturer Code:	STD
Part Number:	SG450
Description:	Oxygen Sensor
Cost:	31.10
Qty Requested by Customer:	2
Qty Available at All Sellers:	12
Reason(s) for Lost Sale:	<input type="checkbox"/> Cost too high <input checked="" type="checkbox"/> Availability <input type="checkbox"/> Prefer different Mfg
Comments:	<input type="text" value="Availability at primary store."/>

Buttons: Send to Distributor, Cancel

All of this information is then collected and provided to the distribution partner once per week (typically on Friday). The data that the distribution partner receives is the name of the Service Dealer, the Store that the Dealer was connected to at the time, they pressed the **F5** button, the vehicle year, make, model and engine, mfg, part number, description of the part, cost to the dealer, QTY requested, QTY at the primary location, QTY at other sellers in the network, reasons checked, and any comments.

### Technical Tip

**Q: Are the columns on the parts list page sortable?**

A: Yes, some are. If there is a underline on the column heading, ex. Description or Mfg / Part #, Cost, etc., then these columns can be clicked. This can be useful in finding a specific manufacturer or the least expensive part, etc.

Give it a try!!!



This is an excellent way to gather feedback from the Service Dealer on missed sale opportunities. Please feel free to copy this newsletter and take it to your Service Dealers to encourage them to provide this feedback.

### Suggestions

As mentioned in previous newsletters, IAP is looking for your suggestions from both the Distributor and the Service Dealer. Please use the following email address to send them in:

[suggestions@iapshop.com](mailto:suggestions@iapshop.com)

