

A photograph of a mechanic in a dark grey long-sleeved shirt with red accents, wearing black gloves and using a power drill to work on a car's wheel. The car is on a lift, and the floor is dark with a textured mat. In the foreground, a pair of blue and black sneakers and some tools are visible on the floor.

THE PROFIT OPPORTUNITY YOU'RE MISSING IN FIXED OPERATIONS

A GUIDE FOR GENERAL MANAGER'S

THE CAR BUYING EXPERIENCE

Understanding the car buying experience and what takes place afterwards is important to developing a plan to increased profit via fixed ops.

Once you make a new car sale, your buyer is provided with a certain number of warranties that allow them to get select services and replacements for a set amount of time. These warranties are a main driver in getting customers back to your service department- often times with high margins on part RO's. Without parts, buyers are unable to get their cars fully serviced.

When someone buys a car, a warranty is included. But most warranties don't last forever (if they do, they are extremely limited). While your customer has a warranty, it is probably most convenient for them to bring the vehicle back to your dealership so that they can get it serviced according to the warranties given.

But - have you thought about the loss in fixed operations profits once the warranties expire?

Customers with expired warranties are going to look elsewhere for parts and service, most likely turning to aftermarket parts to save money. Once the car is sold and buyers decide they no longer need service, they'll go elsewhere.

THE MAIN POINT:

You need a way to increase parts sales and drive revenue even after customer warranties become obsolete.

SOMEWHERE TO GO

Being able to keep parts sales going even after a customer stops bringing their car in for service at your dealership is crucial to maintaining a revenue stream in fixed operations.

According to research conducted by [Hedges Company](#), digital channels are expected to influence nearly \$138 billion in parts and accessory sales through all retail channels.

Hedges Company also gives the staggering percentage that 93% of auto parts buyers will do online research before making a purchase.

Another good thing: **the digital market is only expected to grow in size in the upcoming years.** With auto parts ecommerce sales have grown an average 18.5% over the past few years, the predicted growth rate is 15-16% through 2021.

If you don't have an online market or somewhere for your curious buyers to turn to, you're missing out on reaching a huge potential customer base.

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ONLINE PARTS SALES


This is where eCommerce comes in. Having an auto parts website is basically like taking your physical parts counter and turning it into a virtual version that is available to a much wider audience.

Solely depending on local buyers and clientele for providing the business needed to sustain your fixed operations department is normally not enough. By going online, you take your customer base across the country (and around the world if you so choose) – allowing for an entirely new revenue stream.

Think about how much quicker it is to move your entire inventory if you open up this channel. If you have parts that have been on the shelf for a while, getting as much exposure as possible helps.

Regardless of where your customer is buying the part from, selling parts online makes an impact on your entire fixed ops department because it gives your dealership the desired exposure that we mentioned before.

If there are locals getting parts from you, they may be more inclined to bring their car to get serviced at your dealership if they had a good online buying experience.



Developing a space online where you can reach the 93% is one of the best ways to work your way to increasing fixed operations revenue.

GROW FIXED OPS SALES WITH AN ONLINE PARTS STORE

Now that you've heard some statistics about the digital market and the untapped potential that it has for your fixed operations department, you're probably eager to get started.

If not, we're ready to throw one more percentage at you – did you know that only about 20% of dealerships are selling parts online?

While the process of starting an online parts store may seem complicated, it's actually easier than you might think. The sooner you start, the better.

Again, think of the online parts department as a virtual parts counter. In both the physical and digital spaces, you have customers telling you what they need, and you provide it for them. A transaction takes place.

The only major difference when it comes to online handling of these operations is the shipping of product. But with an eCommerce solution, the process of shipping and handling is made easier - the estimates are provided for you.

Another great asset to growing your fixed operations sales that the online market brings is the ability to provide near-instant customer service. Reaching out and responding to customers quickly sets you apart from the crowd.

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THE BOTTOM LINE

We think we've made a case for the value of fixed ops, and hopefully you understand the profit potential when you tap into the market of online parts sales.

Online parts sales will drive business, both online and in the retail market – due to the vast number of people simply researching parts online.

If you think that opening up this avenue for potential profit is overwhelming, know that it doesn't have to be. All you need is a desire to increase profit and a willingness to try.

Partnering with an eCommerce solution is a way to dive into the market without feeling like you might drown.

We want you to tap into the unearned earning potential that optimizing fixed operations has. After all, we have sold over \$580 million in parts and accessories sales through our platform since 2013.

Get Started Today!

Of course, we understand if you want to try before you buy – which is why we have demos available. [Click here](#) to see a demo of RevolutionParts, the #1 Parts eCommerce solution for your dealership.

REQUEST A DEMO

About RevolutionParts

RevolutionParts achieves simplicity by dramatically streamlining the work involved with running an online automotive parts business. One of our core beliefs is to provide our partners with the right set of integrated tools that will cut down on unnecessary and tedious back-office work, manual data entry and reentry, and allow our partners to focus on growing online parts sales.

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