



Parts Promotion - Course Agenda

- 1. The Future of Retail**
- 2. Marketing Fundamentals**
- 3. In-Store Promotion**

Counter Skills & Phone Skills

- Five Phases of Customer Interaction
- Upselling Parts – Assumptive vs. Suggestive Selling
- Non-Verbal Communication
- Handling Price Objections
- Working with Frustrated Customers
- Recording Lost Sales

Merchandising

- Major Components of Merchandising
- Store Layouts & Customer Flow
- Fixtures & Signage
- Category Selection
- Product Placement
- Using planograms
- Understanding Golden Zones
- Product adjacencies
- Prices tags & shelf talkers
- Leveraging end caps
- Creating impulse display area
- Leveraging seasonal events
- Maintaining display areas

In-Store Advertising



Parts Promotion - Course Agenda Continued

4. In-Field Promotion (Outside Store)

Advertising

- Local & regional advertising
- Direct mail campaigns
- Email campaigns
- Measuring your advertising R.O.I.
- Trends in advertising

Parts Sales Representatives

- Selecting the right person for the position
- Objectives and expectations
- Leveraging the customer database
- Data capturing and reporting
- Compensation plans

e-Commerce

- Customer trends
- Best Practices unique to the parts business
- Options for e-Commerce
- Financial transactions online
- Applying freight charges
- Search Engine Optimization (SEO)

5. Building a Promotional Plan

- Using promotional tools together
- The promotional calendar