



Wholesale Parts

Specialists, LLC

Module One

Outside Sales Rep Training Curriculum

WEEK ONE

Sales Training

We begin the week with a review of sales training expected sales skill sets, sales behaviors and exercises meant to improve the role of an Outside Sales Person. We will then move on to the following agenda.

Dealership Wholesale Policies and Procedures

- Wholesale Job Description
- Dealerships wholesale goals and strategies
- Wholesale Business Plan review and the roles of the OSR
- Dealerships' wholesale pricing strategy
- Dealerships' Core Return practices
- Prospecting procedures and tracking process.
- Parts Inventory orientation...stocked parts vs. In-stock and the Parts Managers philosophy.

Accountable Procedures:

- Order Processing and dealerships parts pricing policy and philosophy
- Dealers Billing philosophy
- Accounts Receivable practices and the OSRs role
- Parts Return and exchange guidelines
- The dealers Core Return Process
- Warranty guidelines
- Lost sales tracking
- Customer Satisfaction surveys

Ford Motor Company's Policies and Procedures

- WINS and understanding lowest acquisition price, back-end discounts and how it relates to the dealers parts pricing philosophy.
- Certified Parts Wholesale Dealer program and its standards
- Field Communications and "Where do I find Electronic Field Bulletins?"

FMCDealer.com: Parts Wholesaling Programs

- FordParts.com: Information Center, Site Management and Customer Invitation Management
- Motorcraft Professional Service Network (PSN)

Wholesale Business - Marketing Resources

- Customizable Fleet contact flyer
- Developing a Fleet or Wholesaling Bid
- Parts Guides and Flyers
- Parts Product Information

Miscellaneous Parts Wholesale Items

- Aftermarket Trade Publications
- Service Parts Warranty Summary

Business Management Tools

- Fleet Id Number (FIN Code) Lookup
- OSR Business Management Workbook

CPWD Website

World Class Parts

- Identify the brand differences between Ford Parts, Motorcraft Parts, Omnicraft Parts and PowerStroke Diesel Parts.

Wholesale Support Programs

- Technical Resource Center
- National Fleet Parts Pricing Program
- Ford Fleet Care
- X-Plan Recognition



Wholesale Parts

Specialists, LLC

Module One

Outside Sales Rep Training Curriculum

CPWD Website (cont.)

Support Programs

- Advantage U
- Motorcraft University
- Ready 4 Wholesale Broadcast Library
- Wholesale Parts Workshop

Support Tools

- Sales Reference Materials
- Lowest Acquisition Cost Tool (LAC)
- Training - STARS and the OSR Training Planner
- Marketing Tools
- Deltak - Fleet Bid Tool
- Trade Magazines

Wholesale Marketing and Promotions

- Parts Rewards and Co-op Funds
- Open House Planning
- Sales Blitz Planning
- Downloadable Art and logos - where to find them and how to become a marketing OSR!

Collision Parts Programs

- Collision Part Center (CPC) Dashboard
- Collision Parts Conquest Program
- MyPriceLink (MPL) Resources
- OE Truckload Program Homepage
- OE Connection Programs
- Truckload Program and Website

Collision Application Charts & Sales Flyers

- Collision Core Program
Frame Sectioning Kits
- Truck Bed & Cab Sales Flyer for Dealers
- Collision Position Statements
- On Target Newsletters
- Collision Technical Resources

Powertrain Parts Product Line Information

- Gas Engines
- Diesel Engines
- Transmissions
- Powertrain Components
- Limited Warranty Statement
- National Powertrain Network
- Review PT Value Story
 - No Risk Core
 - 3 Yr./Unlimited PT Warranty (Gas Engines/Trans)
 - Diesel: 2-year/unlimited-mile warranty.
 - Same Day/Next Day Availability

Remaining Parts Product Line Information

- All MLR Commodities
- Material Data Safety Sheets
- EV Parts
- SPW
- Ford Performance Parts

Wholesale Sales Skills

- Cold Calling Skills
- Why Do Business with Us?
- Know your customer...Collision, Fleets & IRF's all have different wants and needs.
- Asking for the Sale
- Visit with a purpose!
- Call Reports and Call Trackers
- Review Customer Segmentation Report

WEEK TWO

Field Training

Travel with new OSR Candidate to current customers and cold call prospective new customers.

- **Day 1 & 2:** IRF's
- **Day 3 & 4:** Fleets and Municipalities
- **Day 5:** Body Shops...if Collision is part of your business model