



Wholesale Parts
Specialists, LLC

Outside Sales Rep Training Module

The role of an Outside Sales Rep is to be a parts service provider. They are the central contact person for all customer questions and problems that occur which cannot be solved directly by inside sales. The personally designated outside sales representative is the key when it comes to increasing parts sales and improving customer loyalty. The fact that almost 90 % of the independent service providers are served by outside sales representatives once a month or a week underlines the importance of this service. Your customers are used to this service level, and you should offer it.

The OSR Training Module is very thorough and concludes with me traveling to IRF's, Fleets and Body Shops (if a collision focused dealer) with your OSR's.

For a more thorough description of the OSR Training Curriculum, see the ***Individual Training Module: Outside Sales Rep Training Curriculum*** document that is attached.

In this module, OSR's will learn:

- Dealership Wholesale Policies and Procedures
- Accountable Procedures (Pricing, Collecting Receivables, etc.)
- Ford Motor Company's Policies and Procedures
- FMCDealer.com: Parts Wholesaling Programs
- Wholesale Business - Marketing Resources
- Miscellaneous Parts Wholesale Items (Aftermarket Trade Pubs, SPW)
- Business Management Tools
- CPWD Website
 - World Class Parts
 - Wholesale Support Programs
 - Support Programs
 - Support Tools
- Wholesale Marketing and Promotions
- Collision Parts Programs
- Collision Application Charts & Sales Flyers
- Powertrain Parts Product Line Information
- Remaining Parts Product Line Information
- Wholesale Sales Skills
- Field Training - Travel with new OSR Candidate to current customers and cold call prospective new customers.
 - Field Training will consist of five days in the field:
 - Day 1 & 2: IRF's
 - Day 3 & 4: Fleets and Municipalities
 - Day 5: Body Shops – if the dealer is a collision focused CPWD.