



# Wholesale Parts Specialists, LLC

**Tim Kehoe – President**

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Wholesale Parts Specialists is a wholesale parts marketing business led by Tim Kehoe. We will provide you with process improvement in all areas of your wholesale parts sales operations. It begins with a comprehensive three-day assessment of your entire wholesale parts sales operation. We will collaborate with you and your team to develop an effective business plan that will help you generate more revenue, increase brand loyalty, and improve customer satisfaction. We are also able to concentrate on individual modules (OSR Training, Hot Shot Delivery Set Up, Promotion creation, etc.) if you are already a well-established CPWD.

Tim is a retired Wholesale Parts Sales Manager with Ford Motor Company. He has spent the last 16 years as a Wholesale Sales Manager in the Southeast Market Area, where he provided marketing support for Certified Parts Wholesaling Dealers in the Atlanta, Charlotte, and Orlando Regions. Tim also has a working relationship with the Wholesale Channel Team and the Parts Commodity Managers in Dearborn, MI.

Tim is respected in the Wholesale Part Sales Community and was on the Wholesale Advisory Board for Ford Motor Company.

Wholesale Parts Specialists can review and implement process improvement in your entire wholesale parts sales operation, including, but not limited to:

- Conduct Financial and Profitability Reviews
- Help you leverage Wholesale Incentives Claiming and Additional Discounts Earned
- Create a Wholesale Business Plan which will include financial forecasts and detailed action plans that will help you achieve your financial forecast targets.
- Review Inventory Management Control processes, including RIM
- Review the advantages of selling Mechanical, Collision and Powertrain Commodities. What fits your business model?
- Assess Parts Delivery processes, including Hot Shot Delivery.
- Conduct weekly, monthly and YTD Parts Sales Reviews and review Pay Plans for all Parts Department Personnel.
- Conduct Sales Rep Training with your Parts Counter Sales Personnel and Outside Sales Reps,
- Train Outside Sales Reps on all CPWD tools that are available to them.
- Travel with OSR's to IRF's, Fleets, Municipalities and Body Shops with emphasis and training on the use of Call Reports and Call Report Reviews
- Review CPWD standards and compliancy with those standards
- Review current Parts Marketing processes and help create internal and external promotions.
- Review the advantages of PSX, ADMI and Elite Extra and how they can help grow your business.
- Review eCommerce Sales and assist in developing an eCommerce presence.
- Individual Modules on all subjects can be tailored for higher performing CPWDs.