

SalesStar

The used OEM salesperson is the link between our industries.



by David Gold

There are many factors that contribute to the success of a progressive auto recycling facility and no auto recycling business can flourish without solid contributions from all departments. The true voice of each respective auto recycling business, however, is the used OEM auto parts salesperson.

The auto recycling industry is now, more than ever, attracting quality salespeople that are building solid careers. As an industry, we have recognized that each and every one of our representatives on the phones must be fully trained and ready to service your needs.

requiring good parts much faster to reduce cycle time.

Computerization has helped immensely. No longer are massive books needed to find out interchange information on parts. Estimating guides, aftermarket parts, and prices and availability on used OEM parts from other recyclers are all available.

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Shops are now able to have our inventory appear on their estimates, and with the ARA damage locator guide and having a universal system where parts are rigorously graded makes it much easier to get parts to the customers that are in the condition that they are supposed to be in.

Over the years I have found many collision repairers that love using used OEM parts and yet there are others that do not seem to embrace it as much. I think recyclers in the past have had a reputation of not having quality parts and not being customer oriented. Those days are gone.

QUALITY

The recycled parts that are being sold today have never been of higher quality. Recyclers are always willing to solve any issues in a quick, friendly manner to help the shop get their customer's vehicle repaired on time with quality parts.

I like to think I understand what a shop goes through. But as I am not directly involved at the shop, and do not see first hand the complete process, I can honestly say I don't know all the ins and outs of what repairers go through on a daily basis.

I will say that the vast majority of these facilities are more than helpful when it comes to explaining their position on any job and how I can fill their needs quickly and accurately.

I never dreamed that I would ever get to meet so many wonderful and different people in my life. My wife often makes fun of me because no matter where I go, it seems like I meet someone who I first met through work. When someone takes the time to say hello and shake your hand with a smile on their face and thank you for helping them out, it's extremely satisfying."

THE BASIC REQUIREMENTS OF THE SALES POSITION ARE A GOOD ATTITUDE AND KNOWLEDGE OF AUTO PARTS.

The basic requirements of the sales position are a good attitude and knowledge of auto parts and computers. One such salesperson that embodies and excels in these traits and many more is Len Ticknor, a long-time industry salesperson.

I met with Len recently and asked him to share with us the wisdom he has accrued over his years in the business. A selected excerpt of his answers appears below.

"Part of the joy of being in the recycled parts business is that there is never an 'average' day, every day and every person you interact with in this business is different, it makes every day new and exciting.

Some of the challenges are that there are a lot more models of vehicles and the vehicles are much more complex than they used to be. Also shops are

The customers that I deal with in the collision repair industry are very knowledgeable, the vast majority are very good people who are willing to go the extra mile to help us make sure they get the correct parts.

To help assist in the parts procurement process we use the EDEN parts locating system, Car-Part.com, and URG-NET to locate the parts that we do not have in stock to supply our customers with good parts quickly and accurately.

If I had to list the five most important things that would improve the working relationships between collision repairers and auto recyclers they would be communication, understanding, honesty, fairness, and most of all, respect.

This business is not about vehicles, it's about people. Just like in life, when you have these five things everything else falls into place.

David Gold is the co-owner of Standard Auto Wreckers in Toronto, Ontario. He can be reached at david@standard.actual-america.com, or you can view the company website at www.standardautowreckers.com.