

INDEPENDENT GARAGE PROGRAM CASE

DRIVING ADOPTION AND GROWTH OF A
STRATEGIC PARTS PROGRAM



INTERNATIONAL

OVERVIEW

The Company

- International is a nationally recognized brand specializing in commercial heavy-duty trucks, school buses, and parts.

Background

- The Independent Garage Program is an initiative aimed at small independent truck repair shops that service International trucks and IC Buses. By offering discounted parts, the program's goal is to recoup service sales losses through increased parts sales.

Problem

- A major issue the program faced was the slow growth and resistance from International dealerships, who believed that the initiative would result in losing their customer base, fearing that International was "stealing" their customers.



CHALLENGES

Competitors

- One of the challenges was ensuring that the independent garages we targeted had no ties to other brands. The program's secrecy and exclusivity meant it was vital to avoid conflicts of interest.

Adoption

- The adoption of the program posed another challenge. Many dealerships and potential repair shops didn't fully understand the benefits, which created a barrier to entry and slow program growth.

Lack of Knowledge

Outside sales representatives were unfamiliar with the program, which made it difficult for them to confidently promote it to clients and provide valuable insights.

PROCESS & SOLUTION

Research

The first step was conducting research into how other companies in the industry were managing similar programs. Additionally, I explored best practices from analogous programs in other sectors to identify transferable strategies that could strengthen the Independent Garage Program.

Interviewing

I interviewed various outside sales representatives to understand their perspectives on the program. This included those who were not familiar with it or who were struggling with client engagement, as well as high-performing representatives. These conversations revealed what resonated with clients and the key value points that could boost program adoption.

Creation of Materials

- Based on the research and feedback from the interviews, I created a suite of marketing materials:
 - A program flyer highlighting benefits and key discounts
 - A PowerPoint presentation providing a comprehensive overview of the program
 - A Frequently Asked Questions sheet for both sales reps and clients
 - A sales playbook, complete with key talking points and tips for engaging clients

Data Analysis

Once the materials were complete, I conducted a detailed analysis of market data, creating multiple market comparison reports. These reports demonstrated how dealer groups could leverage the program to increase profits by over 70% in some cases, offering concrete evidence of the program's potential.

OUTCOME

The program received overwhelming acceptance from company executives, dealer group CEOs, and outside sales representatives. After the internship concluded, the program's growth accelerated, signaling strong adoption across the company.

A year later, my manager informed me that my efforts contributed to a 46% year-over-year growth in the program, significantly advancing departmental goals.

To ensure continued momentum, I provided management with a next steps guide, broken down into phases. This roadmap was designed to help facilitate seamless adoption and sustained growth for the program.

ADDITIONAL WORK

In addition to driving growth for the Independent Garage Program, I contributed to the development of a newsletter and an interactive map for the Fleetrite brand. The interactive map provided a clear and comprehensive overview of all Fleetrite store locations and was designed for easy and quick updates.

I also prepared detailed reports for the IC Bus parts manager, highlighting opportunities to expand the aftermarket parts market. These reports included strategic recommendations to enhance the Independent Garage Program and improve aftermarket parts performance overall.