

Hyundai Go Genuine  
Parts Marketing Administration Program (PMA)

 **HYUNDAI** Go Genuine™  
powered by repairlink

# Best practices

RepairLink<sup>SM</sup> can help you drive OEM parts sales, save time with increased efficiency, and enhance relationships with customers. These best practices can help make you a dealer of choice among independent repair facilities.



## Market to shops

- Hand out co-marketing flyers that explain OEM programs.
- Create messaging stating RepairLink orders will take priority.
- Engage sales reps to visit shops and demonstrate how to use RepairLink.
- Use RepairLink stickers on every invoice.
- Offer promotions to shops that order through RepairLink Shop.
- Dealers increased parts sales 2X faster with a promotion!



## Amplify your customer service

- Use counter staff to drive shops to RepairLinkShop.com.
- Set up new online order notifications and respond quickly (within 5 minutes).
  - Shops care about service above anything else.
- Call shops to let them know their order was received.
- Be consistent on delivery.
- Drive customers seeking illustrations to RepairLinkShop.com so they can choose the correct part(s) needed instead of explaining over the phone.



## Set up shop pricing and be competitive.

- Regularly engage your shops to utilize RepairLinkShop.com on popular parts.
- Setup gross profit protection.
- Use RepairLink to see what shops want.
- Reach out to shops who are browsing and ask them what they need.



Contact your Customer Success Rep or check out the Support Center for assistance in creating marketing strategies, flyers, and stickers.