

EARNHARDT TOYOTA

Earnhardt Toyota sees massive success by switching to RevolutionParts after subpar sales performance with SimplePart. Parts Manager Jay Rankin enjoys rising profits and streamlined selling tools.

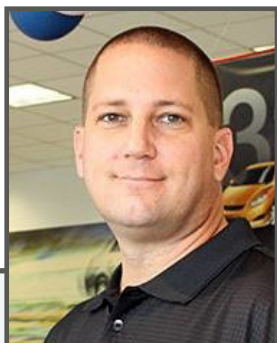


Jay Rankin, Parts Manager at Earnhardt Toyota is a master at keeping the selling machine running. As a valuable asset at Earnhardt Toyota for over 12 years, selling parts online for 10 of those, Jay knows the impact of a strong online presence for the parts department.

Before achieving massive success with RevolutionParts, Jay and Earnhardt Toyota had partnered with SimplePart. They were motivated to launch the parts department into the 21st century and start reaching customers beyond the parts counter. They knew the demand was out there and it wasn't going to come to them—they had to go out and get it.

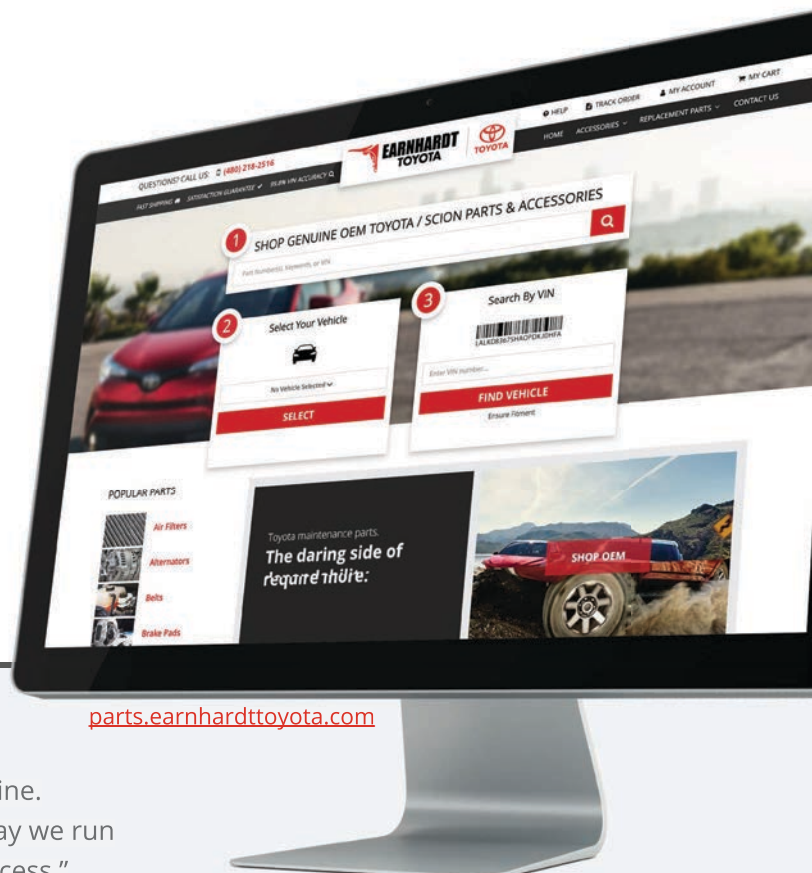
The excitement to start selling online was met with disappointment. Sales performance in the first year with SimplePart was less than stellar and it didn't take long until Jay ran into some issues with the platform.

"SimplePart didn't do enough to keep us motivated to stay with them," Jay explains. "We gave them a full year, and only towards the end did they start doing additional promotions."



Jay Rankin

Parts Manager at Earnhardt Toyota



parts.earnhardttoyota.com

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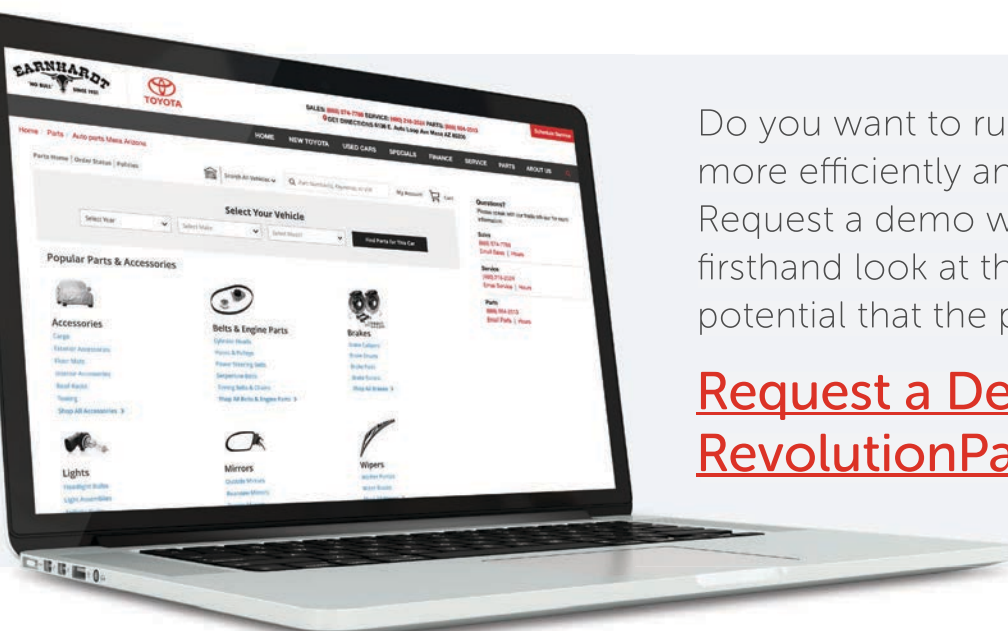
At the one year mark, Jay and his team members began searching for a better selling solution. That's when he discovered RevolutionParts. "It just made sense for us at that point, because you could host eBay and Amazon stores all in one easy-to-use platform." He elaborates, "We love that we can see all orders in one organized view... it's much more convenient and streamlined [than SimplePart]."

Apart from being able to handle all of the order processing from one convenient location, Jay says his favorite part about RevolutionParts is the customer service.

With an intuitive platform, vigilant customer service, and easy-to-use selling tools, Jay and his team have been able to see profits increase and costs decrease without extra work.

"RevolutionParts is the best platform to sell auto parts online. Hands down, no one else compares," Jay concludes. "It has changed the way we run our parts business by streamlining the internet selling process."

"When we got feedback from SimplePart customer service, they would say 'We're working on it' without giving a timeline, or 'We know of the problem' without a fix. They didn't seem to be on the ball." Jay says. "With RevolutionParts it's been a 360-degree difference." Jay adds, "the level of customer support is way above the rest."



Do you want to run your online parts department more efficiently and profitably like Jay Rankin? Request a demo with RevolutionParts to get a firsthand look at the time-saving tools and profit potential that the platform brings.

[Request a Demo with RevolutionParts today.](#)