



SAN DIEGO CHRYSLER DODGE JEEP RAM

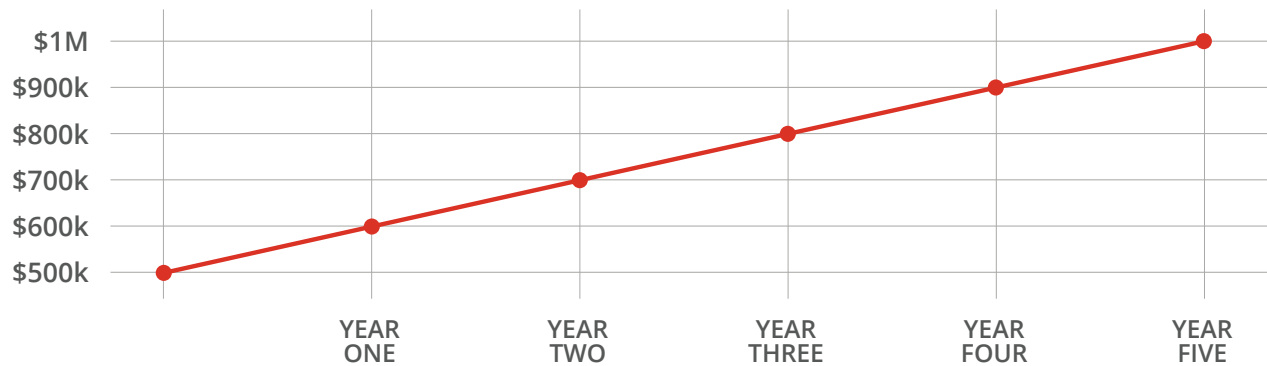
Jose Barron, Parts Manager of San Diego CDJR Becomes Invincible by Selling Parts & Accessories Online

“We do a lot of tires, a lot of parts, we have a wholesale division, and even a service department. So, the bigger the discount we can get from Chrysler, more to the bottom line.”

- Jose Barron, Parts Manager for San Diego Chrysler Dodge Jeep Ram

San Diego CDJR Parts Inventory Growth

under the management of Jose Barron



On day one of Jose Barron’s new position as Parts Manager for San Diego Chrysler Dodge Jeep Ram, he knew his hands were full when he discovered several areas that weren’t meeting their capability. Specifically, monthly objectives weren’t being met, the parts department was only carrying the minimum inventory allowed, and fulfilling orders often proved to be a frustrating and time-consuming process. Most importantly, these issues were causing the dealership to miss out on incentive discounts that would create a monumental increase in revenues.



Jose’s Goals for Selling Online:

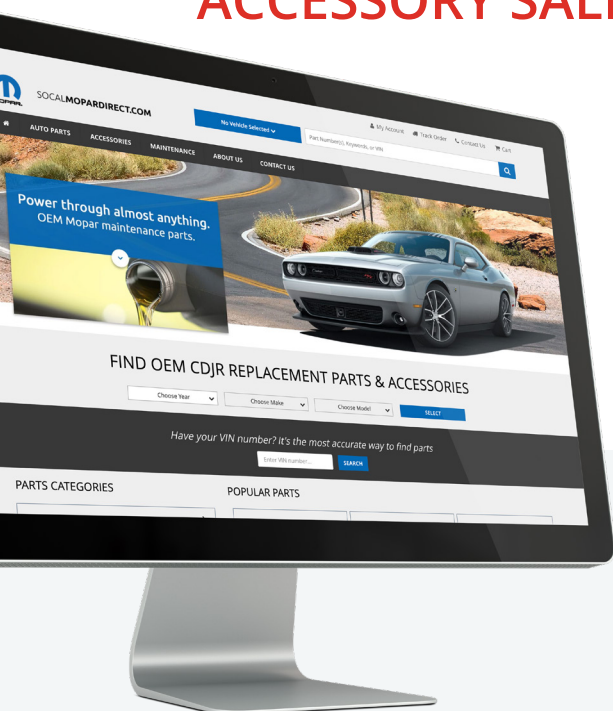
- Increase sales volume of parts & accessories by selling online
- Unlock Chrysler Incentives
- Create an easy and fast process to fulfill online orders
- Keep obsolescence low
- Increase inventory turnover

Above all, San Diego CDJR has found the highest profits when focusing on sales volume, over margins. In large part, this is due to the attractive incentives offered by Chrysler for dealerships who meet monthly sales objectives. Barron explained that at Chrysler, “we do a lot of tires, a lot of parts, we have a wholesale division, and even a service department. So, the bigger the discount we can get from Chrysler, more to the bottom line.”

“We’re currently at the top tier discount from Chrysler — which is the 9%”

Immediately after launching, Barron details that the dealership began seeing “about \$30,000 in monthly sales”, that have continued to grow ever since. This proved to be the missing key needed to finally unlock Chrysler’s monthly objectives. “We were always falling behind a little bit. It was always a struggle to hit that number” Barron recollected. Now, “we’re currently at the top tier discount from Chrysler — which is the 9%” he shared.

9% KICKBACK FROM CHRYSLER PARTS & ACCESSORY SALES



In addition to consistently increasing sales, Barron is happy to report several other benefits from utilizing RevolutionParts. In just under 5 years as the Parts Manager for San Diego CDJR, he’s managed to double their inventory — to \$1 Million in car parts and accessories. When asked how he was able to accomplish this, Barron shared “keeping obsolescence low, growing profit, checking that the day supply and all of that has been in line” adding that RevolutionParts was a “lifesaver” that has enabled him to “do everything through RevolutionParts from one easy dashboard.”

“In a parts warehouse, you always want all the help you can get in churning inventory... RevolutionParts helps us do that.”

“It’s also a way to turn our inventory” Barron says, adding “in a parts warehouse, you always want all the help you can get in churning inventory.” On average, San Diego CDJR now turns their inventory approximately 8 times per year. Barron accredits the steady inventory turns to his new web store, stating “RevolutionParts helps us to do that.”

In 5 years as the Parts Manager of San Diego CDJR, Jose Barron has increased his inventory by an average of \$100,000 per year, reduced obsolescence, created a smooth order fulfillment process, and — best of all — scored the highest kickback percentage available through Chrysler. He understood that just like the automobile industry continues to evolve, so too should his approach to sales. Barron is grateful to have discovered RevolutionParts, describing the web store as “a huge win for me.”

Are you ready to achieve all your goals in the Parts Department? Find out how modern selling tools can help you do that by talking to an eCommerce professional at [RevolutionParts](https://www.revolutionparts.com).