

BEAVERTON INFINITI

Paul Pointer, Parts Manager of Beaverton Infiniti, builds a competitive Parts Department by shipping parts nationwide.

Paul Pointer is no stranger to the automotive industry – or to working hard. He made it through the recession of 2008, switching from a role at a Honda dealership to his current home at Beaverton Infiniti. He worked his way up to becoming the Parts Manager he is today from shipping & receiving.

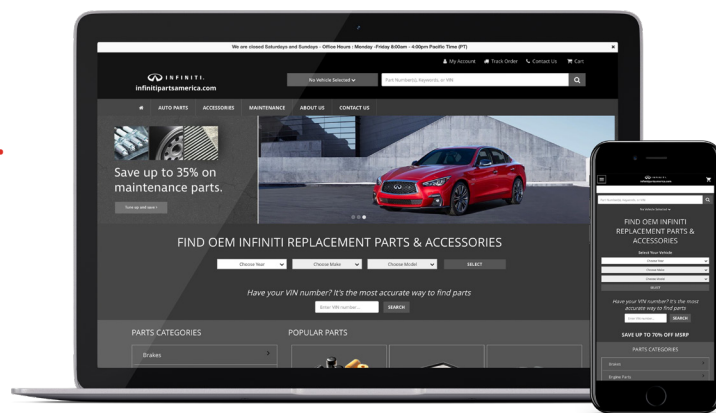
The work ethic Paul possesses has allowed him to run a successful Parts Department while adapting to change and new ideas. When RevolutionParts reached out to him for a potential partnership, he says, “The idea sounded very appealing. I knew another Parts Manager who was using RevolutionParts, so I was able to get very reliable feedback about his experience.”

Running a successful Parts Department is more than just having an efficient parts counter for walk-in customers. Paul saw the potential for expanding the reach of the dealership and increasing sales by getting his Parts Department online.

“We’ve been increasing sales and getting over \$5K in parts gross.”

RevolutionParts solutions have helped the Beaverton Infiniti Parts Department’s transition to selling online seamless and profitable.

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“The main goal is to operate profitably,” Paul explains, adding, “We’ve been increasing sales and getting over \$5K in parts gross. We are able to stay competitive and stay busy online during our slow times here at the dealership.”

“Everything from orders to sales performance is readily available within one view. It is simple to track orders and make adjustments as needed.”

Selling parts and accessories online has allowed Beaverton Infiniti to see profit even when business at the physical parts counter might be slow. The process of taking things online was simple, allowing Beaverton Infiniti to compete with a changing market that is headed towards digital marketplaces.

The RevolutionParts platform helped Beaverton Infiniti make the transition to selling online easy in many ways. Paul says, “We are able to ship parts much cheaper to all of our customers.” He adds, “Everything from orders to sales performance is readily available within one view. It is simple to track orders and make adjustments as needed. Plus, we get notifications when an order comes through, so we don’t have to worry about checking all the time.”

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