

LIGHTSPEED NEWSFLASH

CDK GLOBAL LIGHTSPEED NEWSFLASH

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Thought Leadership Spotlight:

PARTS MANAGER'S MONTHLY CHECKLIST

BY MARK J. SHEFFIELD

CDK Lightspeed®NXT and EVO can greatly increase the productivity of your personnel, but it's still good practice to have a monthly checklist to ensure everything is running the way it should. Your dealership may have its own requirements, but the following items are a good place to start.

Highest-Impact Areas the Parts Manager Should Review Each Month:

- **Negative on-hand / Negative available** – Sloppy supplier returns, and poor inventory controls can lead to a negative on-hand situation.
- **Cost greater than retail** – Price tapes often cause these issues when the OEMs discontinue or supersede items.
- **Negative cost / Zero cost** – Receiving mistakes, price tape errors, employee dishonesty
- **Cost value greater than \$1000** – Order errors, receiving errors
- **On-hand quantity greater than 100** – Ordering errors, employee mistakes, poor inventory management
- **Outstanding special orders more than 60 days old** – Discontinued items, lost shipments, backorders

- **Parts margins less than 25 percent** – Other than closeout and sale items, most parts should be priced with at least a 25 percent margin.

Other Items the Parts Manager Should Review Each Month:

- **Discounted invoices** – Why are items being discounted and to whom? Discounts should be kept to a minimum to help maintain profitability.
- **Open supplier returns** – Have our suppliers reimbursed us for all shortages and returns?
- **Inventory aging** – How much of our inventory hasn't been sold in at least 12 months? What are we doing to get rid of it?
- **Returned items** – When an item is returned, what happens to it? Do you have a process to review all returns or do they just end up on the shelf? A lack of oversight on returns is one of the most common forms of employee-facilitated theft.

PARTS MANAGER'S MONTHLY CHECKLIST (CONTINUED)

It's easy to get caught up in the day-to-day swirl and let these things slip. But, for most dealerships, the Parts department can tie up a significant amount of cash. It's way too big of an investment to not pay attention to the details.

If you'd like some assistance in improving your Parts and Accessories game, Spader can help. During the off season, we offer regional Parts & Accessories Management and Parts Counter Sales Workshops. We also offer year-round consulting for dealers who'd really like to develop a world-class Parts operation. Check out spader.com/training to see how we can help your dealership.

Mark Sheffield is a United States Army veteran and former Dealer Principal who currently facilitates multiple 20-groups for Spader Business Management. When he's not assisting with dealership performance, he can be found at the rifle range or digging holes with his backhoe. Contact him at MSheffield@Spader.com.

UPCOMING EVENTS

CDK Global Recreation is proud to be a Strategic Partner sponsor of **Dealer Week, MRAA's Conference and Expo.**



The MRAA's all-new Dealer Week conference and expo is designed to help your business create greater success in the year ahead. Our team believes in the power of what this event has to offer, and we highly recommend that you attend. Here's what you can expect to get out of it:

- Access to world-class educational courses and industry experts
- Peer-to-peer interaction and idea sharing
- An in-depth workshop to help you apply what you learn
- An inspiring keynote session
- An expo hall packed with business solutions
- Partners (like us) who will collaborate on your success
- Educational field trip to explore best practices
- Much more...

More than a hundred dealers from across the industry have already signed up for this event, so don't miss it! **Check it out.**

7 TEXTING STATS YOU DIDN'T KNOW

Communication with customers is critical to your success. Providing the right tools can make all the difference.

88% of consumers prefer texting with their dealership for vehicles over talking on the phone

5x as many texts are sent by consumers compared to phone calls each day

Percentage of consumer text messages that get read: **82%**

71% Annual sales dealership turnover

The majority of your employees are texting customers from their personal mobile phones. Dealers have no way to measure or monitor these interactions.

If employees leave the dealership, they take customers with them.

45% texting response rate

Number of text messages that are sent from wireless subscribers to landlines every day:

150 MILLION

90% of shoppers said they're more likely to buy from a business that offers mobile messaging

Engage with customers the way they prefer with CDK LightspeedEVO Texting. Contact your Sales Rep at **800.521.0309** or lightspeed.sales@cdk.com

AWARDS & RECOGNITIONS

CDK Global Recreation has been announced as a Nifty Fifty Award Winner! We're excited to make the *Powersports Business* 2019 Nifty 50 list for LightspeedEVO Texting. Check out the February 15, 2019 issue of *Powersports Business* magazine to read more. For the 19th consecutive year, *Powersports Business* has selected 50 products and services that we believe will help boost dealership profits in 2019.

CDK Global Recreation was also recognized for being selected as a 2019 Top Product by *Boating Industry* editors! LightspeedEVO Texting was selected as a 2019 Top Product winner — check it out in the May 2019 issue of *Boating Industry*.

LIGHTSPEEDEVO TEXTING



Testimonial:

DEALER'S CORNER

I wanted to thank you and all the team at Lightspeed for the great support you provided during our transition to LightspeedEVO. Phil and Brandon were very supportive and having Paula onsite was a real blessing. We studied hard and completed all of the training, plus we resolved all required and recommended updates before the transition. I think this really helped make things go well. All of the staff took advantage of the two weeks to demo the product using our converted data and that gave us a lot of confidence on conversion day. We accomplished the entire transition in about a month and have just gone through our first end of month. Things have gone very well and we continue to learn and appreciate all the new features. Sales and F&I are thrilled with the CRM and the integration into Major Units. The Service department loves scheduling, texting and being able use phones and iPads to enhance repair orders. Our F&I Manager is your biggest fan — he loves the way all the laser forms work! Finally, the Parts team is finding the new interface and the ability to text and communicate with customers to be one of their biggest benefits. We also love being able to have more than one invoice open at a time.

The EVO integration with Voyager and BRP RISE is really a major improvement over NXT. It's so much easier to be able to pull Sold Unit Counts and Inventory Counts in addition to all of the GL data. Making things easy is key for all us and you have succeeded in that.

We are definitely in your camp.

Andy Galliher
Freedom Cycle
freedomcyclenh.com

Interested in sharing your experience, providing a testimonial or just letting us know how we are meeting your needs?
Email lightspeed.sales@cdk.com

NEW! LIGHTSPEED AND EBAY PROGRAM MERCHANT TOOL

New! Lightspeed and eBay Motors partnership!
Expand your reach with an eBay Basic Store!

As a Lightspeed Customer, you'll receive:

- Free eBay Basic Store
- 250 free P&A fixed price listings per month
- 250 free P&A auction style listings per month
- Discounted Final Value Fee of 8.15%, reduced from 10%
- Discounted maximum Final Value Fee of \$250, reduced from \$750
- Customizable storefront homepage
- Customized store web address
- Controllable "Featured Items" to display your merchandise
- Store categories to organize your merchandise
- Access to Promoted Listings
- Access to Promotions Manager
- Exclusive tools to optimize listings
- \$25 quarterly eBay-branded shipping supplies coupon



[Click here](#) to find out how to take advantage of additional tools to manage and promote your business and enroll in the Lightspeed Program!

PRICE BOOK UPDATE

NEW! BRP price books now update pricing daily, instead of weekly in LightspeedEVO.

Kawasaki is now included in the Parts Warehouse Locator.

Two new price books have also been added to the list of price books available by subscription:

- SuperATV
- Bell Sports Canada

To see the full list of available price books, go to the System – Lightspeed Subscriptions menu in Lightspeed.