
~THE DPI DAILY~

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“Don’t just compete...LEAD!”

2008

Increase Your Sales By Accident!

Insurance Claims Software – Are You Listed?

If you’ve been in the automotive cooling business for anytime, you know that it’s not enough to just compete in this market place. Customers are smarter and competitors go for the throat. Long gone are the days of just surviving.



“Established in 1955” has little or no value and “riding it out” is a sure way to add another notch in your competitor’s belt.

Did you know?

More sales mean more revenue! I believe I just heard a collective “no kidding” (or...something...I’ll keep things clean). We know this, of course, but somewhere along the line a lot of business owners forget this simple fact and they become another statistic.

There are many ways to stay ahead of the game. Some owners expand their product line. Some lower their prices. Some call a friend who has a cousin who can...oh, that’s right, we’re keeping things clean.

Adding product lines can pay huge dividends, but at a price. After the cost of new inventory, employee training and advertising is figured, the financial risk outweighs the potential gains in many cases.

Lowering prices is a double-edged sword. Sales numbers may go up, but you can bet your competitors are watching and will likely follow if you find any success. What happens when the price war is over? Both you and your competitors are left to pick up the pieces of an under-priced market.

There’s another way

Here’s a simple question to consider: “How can we reach more customers with the service we already provide?” Thinking outside the box can sometimes change everything.

Nationwide, there are hundreds of fender-bender accidents every day. How many do you think need a radiator or AC condenser? Nearly every one of them! This is a huge market and it is largely untapped!

The insurance estimators and adjusters don’t have the luxury of calling local shops to find the cheapest prices. When they create the estimate, they only buy what’s listed in their software. Do you know who is getting this business now? For the most part it’s the dealerships. They sell OEM parts at the OEM list price. Can you compete with those price levels? You bet you can and still keep a healthy margin!

Are you listed?

Insurance adjusters and body shops usually use one of three different software packages sold by ADP®, CCC® and Mitchell® to create insurance claim estimates. These estimates are what the insurance company use's to pay the claim.

When the estimates are created, the user selects the parts needed and the supplier of that part. **If you're not listed in the software, you're not getting the sale...it's that simple!**

Here's the kicker: It's free. That's right, ADP®, CCC® and Mitchell® do not charge to list your parts on their system.



What's the catch?

If it's free and the system can make you money, then the obvious question is "Why isn't everyone doing this?" There's a catch, of course! There's always a catch, isn't there? The catch is data. It's not enough to just send the estimating software companies your part number and price. How do they know what your part number fits? You must also provide the OEM number associated with your part numbers.

There are thousands of OEM numbers. How long would it take you to research, match and verify the OEM numbers your part numbers fit? The OEM's out there also like to keep things moving. OEM numbers change all the time and new ones are added. How much time would you need to keep on top of it all?

Let someone else do the dirty work

You have better things to do with your time than chase down data. Data Point Incorporated (DPI) has been the industry standard for automotive cooling data for nearly a decade. We are experts in data and not afraid to admit it!

We catalog and maintain 10's of thousands of OEM numbers for radiators and AC condensers and we have the expertise to match those numbers to your part numbers.

We also have well established and long term relationships with ADP®, CCC® and Mitchell®. We can get your parts listed in the estimating systems quickly and accurately. At only \$69 per month, you cannot afford to miss out on this opportunity to increase your sales...by accident!

1 (800) 290-1406 - Call Today!