

Whitepaper:

# 10 things OEMs can do to sell more parts

Learn more about the reasons why OEMs don't sell more parts and what you can do about it.



partium

WHY?

## Why OEMs don't sell more parts?

OEMs don't sell as many parts as they could for various reasons, which include:

- Lack of awareness among customers why and where to buy OEM parts,
  - due to limited marketing and advertising efforts by OEMs for their parts offerings.
  - due to OEMs focus on serving dealership networks and not individual customers, and having limited distribution channels.
- High cost of OEM parts compared to aftermarket or generic parts and competition, making them less attractive to price-sensitive customers.
- Competition from aftermarket and generic parts suppliers due to their lower cost and wider availability.
- OEMs prioritizing sales of complete vehicles over parts, as this is often the primary source of revenue and profit.
- Technical difficulties in identifying the correct parts for a specific model, since OEMs tend to only offer limited information about their spare parts, so others can't copy their products.



But now enough of all the challenges; what's more interesting is, what OEMs can do to sell more parts? Keep on reading to learn more!



## 10 things OEMs can do to sell more parts

1

### **Increase awareness: Use marketing and advertising strategies to educate customers about the availability of OEM parts and their benefits.**

OEMs can use marketing strategies such as content marketing, SEO, social media marketing, email marketing, and trade shows to educate customers about the availability and benefits of OEM parts. These strategies help build trust, reach a wider audience, and showcase the advantages of OEM parts.

2

### **Enhance accessibility: Make it easier for customers to find and purchase OEM parts through a variety of channels, including online, phone, and in-person.**

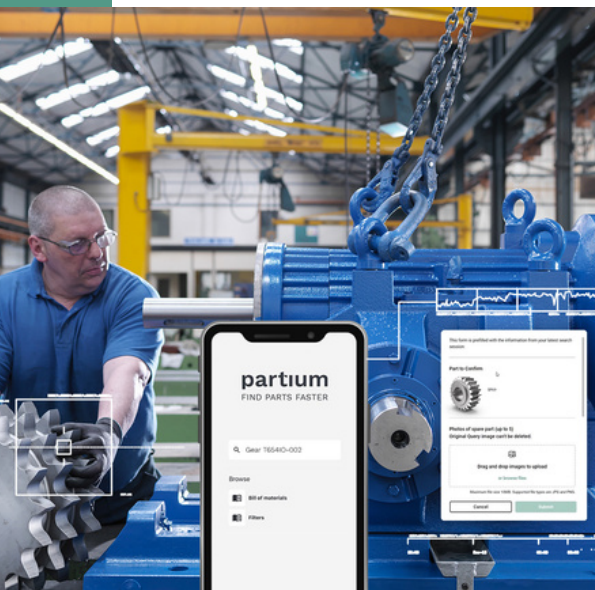
OEMs can make it easier for customers to find and purchase OEM parts through online parts catalogs, e-commerce websites, phone support, in-person sales and service centers, and mobile apps. Providing multiple channels can create a more seamless customer experience and increase customer satisfaction. Consistent service and transparent pricing are important for building trust and loyalty.

3

### **Offer competitive pricing: Consider adjusting prices to make OEM parts more attractive compared to aftermarket and generic parts.**

OEMs can offer competitive pricing compared to aftermarket and generic parts by streamlining production processes, enhancing quality control, offering special promotions and discounts, creating customized solutions, and partnering with service providers. These strategies help to reduce production costs, increase value to customers, and expand the distribution network, making OEM parts more attractive and competitive in the market.





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**Build trust: Emphasize the quality and reliability of OEM parts and provide clear warranty information.**

On top of investing in marketing and branding, as already mentioned, OEMs can build trust by maintaining high-quality standards, providing clear warranty information, and offering excellent customer support, e.g. by helping customers identify the right spare part for their machine, offering streamlined communication platforms,...

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**Improve inventory management: Ensure that parts are readily available and in stock when customers need them.**

OEMs can improve inventory management by using data analytics and accurate demand forecasting tools, efficient supply chain management, real-time inventory tracking, streamlined parts catalogs, and collaboration with service providers. These strategies ensure that parts are available when customers need them, reduce lead times, and improve customer satisfaction.

6

**Offer technical support: Provide customers with the information and support they need to choose the correct parts for their machines, vehicles, etc.**

OEMs can offer a dedicated customer service team that can answer technical questions and provide customers with the support they need via phone, email, chatbot, app and other online support resources such as such as technical manuals, troubleshooting guides, and video tutorials. This can help customers find answers to their questions quickly and easily.

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**Expand distribution channels: Partner with repair shops and other parts distributors to reach more customers.**

Besides collaborating with partners such as parts distributors and repair shops to reach a wider customer base and increase their sales volume, OEMs can offer training and support. This can help ensure that customers receive high-quality, reliable parts that meet OEM specifications. Streamlining the ordering and delivery process is another way to expand their distribution channels,

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**Emphasize the value proposition: Highlight the benefits of using OEM parts, such as longer lifespan, better performance, and improved safety.**

OEMs can emphasize the value proposition of their products by highlighting the high-quality standards, superior performance, compatibility, warranty, and cost-effectiveness of their parts. This helps customers see the long-term benefits of using OEM parts, which can increase customer loyalty and sales.

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**Enhance the customer experience: Make it easy and convenient for customers to purchase parts and provide excellent customer service.**

OEMs can make it easy and convenient for customers to purchase parts and provide excellent customer service through offering a user-friendly online platform that enables customers to identify and order parts quickly and easily, as well as having a dedicated team that can answer technical questions, provide support, and help customers with any issues or concerns. Providing customers with the flexibility to purchase parts through a variety of channels, including online, phone, and in-person is also a great strategy. Same as a fast delivery, providing clear returns and refunds policies, and offer comprehensive warranty and repair support.

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**Continuously evaluate and improve: Regularly assess your parts sales and customer feedback, and make changes to improve the customer experience and increase sales.**

OEMs can continuously improve by gathering customer feedback through surveys, reviews, and social media. They can also use data analysis to identify trends, customer preferences. Same as providing training and development opportunities for employees, permanent quality control and continuously evaluating & improving processes and procedures.



You now might ask yourself how you can do all that?  
Easy, with Partium!





## About Partium

Partium handles millions of spare part searches every month.

Our customers introduce Partium into their digital Aftersales environments to provide the best-in-class part-search experience to their users and give them a fast and convenient process to search, confirm and order spare parts from them.

We help their customers to find the right parts faster – and help them to enhance their online experience, increase conversion rates and generate profitable growth for their online aftersales business.

With offices in the US, Canada, and Europe, we are a global company committed to changing the way Aftersales is done.

## That's how it works.

The perfect tool to consider the topics we have talked about before is Partium.

Partium can be integrated in online parts catalogs and e-commerce websites easily. Users can search your spare parts catalog, portal & webshop faster, easier, and more conveniently. Simply by snapping a picture of the part, or using the semantic text search.

Partium gives Equipment Manufacturers and Part Suppliers a powerful way to connect to their customers in various ways. With Partium, your users can search for parts, reach out to your service team for confirmation directly via app and receive an offer in return at a moment's notice.

### Here are only some of the many Partium benefits for OEMs:

- Self-service tool for customers, repair shops and official dealers
- Part identification support
  - Visual search
  - Semantic search
  - BoM/filter search
  - QR Code search
  - Agent Portal
- Streamlined communication tool
- Platform to engage with customers
- Fast & convenient ordering process for dealers/customers
- Differentiating from competition through excellent service
- Analytics data collected by Partium to analyze search behavior, predict scenarios, and adapt your eCommerce strategy.

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**Do you want to learn more?**

**Do you want to see how Partium works?**

We are here to support you explore the many ways our Partium Enterprise Part Search can help to find and locate parts faster.



**Website**

[www.partium.io](http://www.partium.io)



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