

The SimplePart Platform

Welcome Packet (PART 1)

[Get Started](#)





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Welcome Aboard

On behalf of the entire SimplePart team, I'd like to take this opportunity to welcome you to the SimplePart family as a new client and partner. We are thrilled to have you with us.

At SimplePart we pride ourselves on tying our business success to the growth and success of our clients. This alignment keeps us focused on what's important—helping you navigate and prosper in the ever-changing online aftersales landscape. Uncompromising dedication to client success, innovation, and turn-key solutions is why SimplePart powers parts, accessories, & service e-commerce programs for some of the world's most successful automotive OEMs and dealers.

SimplePart does all the heavy-lifting for you, from integrating PCI-compliant checkout security to creating premium, on-brand experiences. Our solutions and people are aligned with helping you succeed, however you define success. We constantly evolve our platform to incorporate the best in user experience, design, and e-commerce standards.

Most importantly, we take an active role in ensuring your online parts, accessories, & service business stands on its own and generates real, bottom-line profit. Our experienced team guides you with business strategy and execution to optimize every aspect of your e-commerce business.

No hidden catches, no tedious management, and no long-term commitments. Just everything you need to sell genuine parts and accessories online, painlessly.

Dan DuPree

Vice President of Client Services

support@simplepart.com
(888) 843-0425





First 30 Days: What to Expect

Thank you for making the choice to use SimplePart as your e-commerce partner. Once your signed agreement has been processed, you start a very important period: the first 30 days. There is still a lot to accomplish before your online site is ready to sell parts and accessories. Once our Sales team passes your information on to our Client Services team, one of our Setup team members will contact you to introduce themselves and gather contact information.

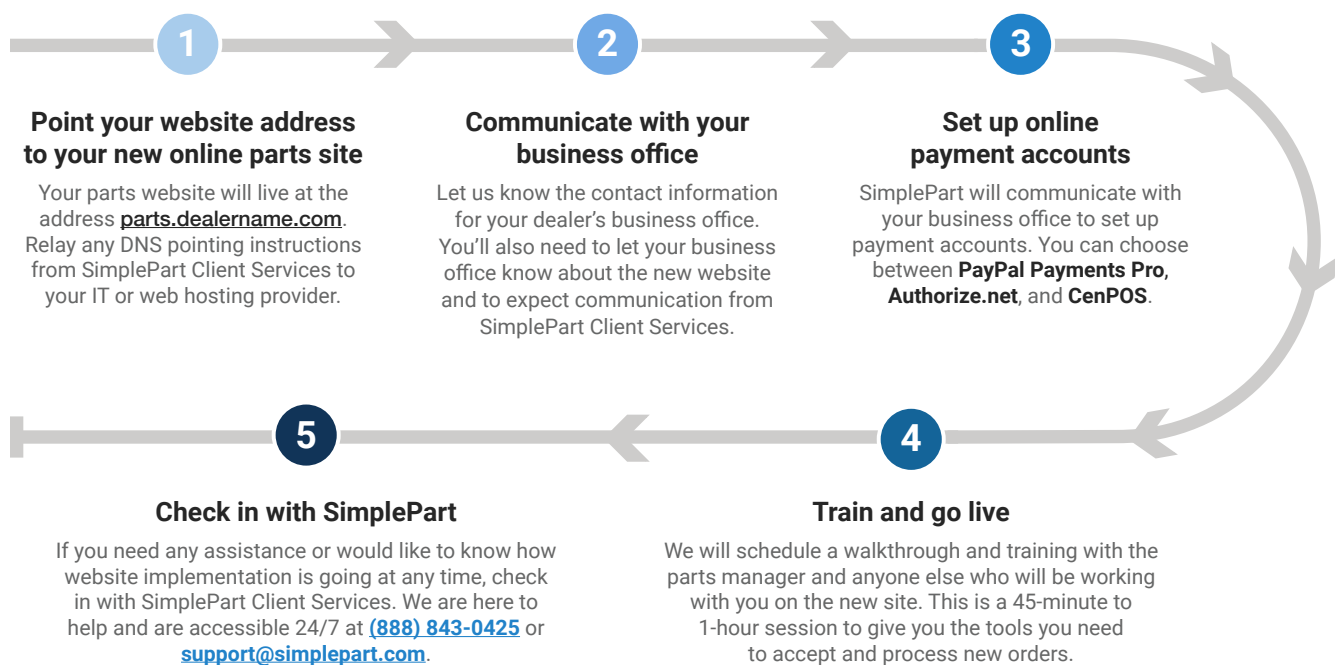
They will need the contact information for your:

1. IT Department
2. Business Office
3. Accounts Payable Department
4. GM and/or Parts Manager

TIP: This process will go faster if you contact these offices ahead of time so they know to expect a call from the SimplePart team!

Once our Client Services team has the correct contact information, they'll be able to complete the next steps of your Setup and Onboarding process.

The first step is directing your site to your new SimplePart domain. Our team works with your IT department to make sure this is accomplished correctly so your new parts site can be set up.



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First 30 Days: **What to Expect** (cont.)

Next, our Client Services team works with your business manager to set up a payment gateway for your site. In order to accept credit cards online, you must select and set up a payment gateway provider. SimplePart offers two different payment options:

1. PayPal Pro
2. Authorize.net

TIP: You can always add PayPal Express as an option to either of these choices.

Your Client Services team member will help your business manager pick the right option for your dealership. Once a payment gateway option has been selected, a member of our Client Services team will send the proper application or application instructions to get your payment gateway account created.

And, once the payment information has been set-up, your Client Services team member will send instructions on how to retrieve identifying account information in order to successfully integrate with our system. If needed, they are available to do a screenshare with your billing office to guide them through the process. Doing this streamlines the process and makes sure everything is put in correctly for your site.

Finally, when you're ready to go live, we'll schedule a 45-minute training and walk-through to cover everything from how to process an order to how your site works in detail. If possible, it's important to have both your business manager and parts manager involved in this training.

After you've completed the training, you'll be ready to go when your site is live! We know this is a lot to accomplish, but SimplePart is there for you every step of the way. You can contact our Setup team at setup@simplepart.com at any time during your setup process, or our Support team at support@simplepart.com once your site is live.

Thank you for, again, for choosing SimplePart. We look forward to fulfilling your e-commerce needs!

TIP: If you're on a Base+ or Pro package, you can always consult with our Dealer Strategy team during your first 30 days to get your site up and running as profitably as possible.



Key Decisions You Will Need to Make

During the first 30 days, there are a few important decisions you need to make in order for your site to function properly once it goes live.

Your most important decision will be which payment gateway you use for your site. As stated in the [First 30 Days](#) article, SimplePart offers two main options for receiving payments on your site: **PayPal Pro** and **Authorize.net**. Deciding which one is right for your site ultimately depends on what's easiest and most important for your dealership. We'll briefly go over the features and benefits of each:



- Apply both PayPal and credit card transactions
- Batch transactions together
- No monthly fee
(credit card needed to activate account)
- **Amex fees:** 3.5% + \$0.30/transaction
- **Other major card fees:** 2.9% + \$0.30/transaction



- Can piggyback off your existing Credit Card Merchant Processor
- Rates could be the same as those used at your front counter
- **Low monthly fee:** \$10/month
- Automatic daily batching to the same bank account associated with your Credit Card Merchant Processor

Of course, different payment gateways require different pieces of information from your business office. Our Client Services team will guide them through this to make sure everything is set up properly for your payment gateway account.

Additionally, in regards to payment information, SimplePart requires your dealership to provide credit card information if you're on the Base+ and Pro package. This is solely to cover the costs of the targeted search engine marketing your business gets as a part of its package.

When you're ready to go live, our Client Services team will reach out to you in order to schedule a training session and walk-through of your website. This session usually lasts around 45 minutes and covers the basics of running your site (processing orders, accepting payments, etc), as well as how customers will use it. It's important to decide who at your dealership needs this training—parts managers, field staff, sales personnel, etc—and schedule a time when every necessary person will be able to join the walkthrough.

Once you've completed your training, your site will be ready to go live! However, even after you've started selling parts and accessories online, our Support team is still there for you 24/7 should you have any questions or concerns.



Meet the Team



Dan DuPree

Vice President of Client Services

Dan has been an integral part of the SimplePart team since 2013. He leads the charge in helping dealer and manufacturer partners navigate the world of e-commerce. Prior to SimplePart, Dan worked in various dealerships and started his working career as a high school teacher and coach. He enjoys fly fishing and spending time with his growing family on the weekends.

☎ (404) 620-9764 ext. 102

✉ ddupree@simplepart.com



Montierra Yates

Lead Client Support Manager

Montierra has been a part of the SimplePart Client Services team at SimplePart for two and a half years, and currently leads the Support team. In her role, she manages client accounts across all brands and assists with the on-boarding process. She also provides multilingual service, technical support, and training, when needed, for SimplePart clients. Travelling is one of her biggest interests; her passion for adventure has led her to visit 3 out of the 7 Wonders of the World!

☎ (404) 620-9764 ext. 112

✉ myates@simplepart.com



Norma Gonzalez

Bilingual Lead Client Onboarding Manager

For the past three years, Norma has been a valued member of the SimplePart Support team. Before coming to SimplePart, she already had over fifteen years of Customer Service experience across various industries. When she's not helping out dealers, she loves a good Netflix binge or a good book. She can also be found spoiling her two dogs.

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✉ ngonzalez@simplepart.com

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Meet the Team (cont.)



John Merritt

Director of Sales and Business Development

The first SimplePart customer and a 20 year veteran of the car business. After being an integral part of development, it seemed a natural progression to come join the SimplePart team. Between being a father and a husband, he spends his time curating and managing private car collections. An avid traveller and sailor, he has completed over 12,000 miles towards circumnavigation.

☎ (404) 900-5161

✉ jmerritt@simplepart.com



Evan Lazar

Inside Sales Representative

After initially pursuing a degree in environmental science, Evan discovered a passion for business and sales. Before selling software, he used to work in a greenhouse. He's been a part of the SimplePart Sales team for two years and has four total years of sales experience. When the weather is right, he's also a big fan of snowboarding.

☎ (404) 620-9764 ext. 125

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Our Solutions

Our solutions grow with your business. We offer right-fit packages to suit your needs and meet your business goals, now and in the future. Our solutions give you the flexibility to upgrade and downgrade as your business goals change.

Package Options

Right-fit packages to suit your needs and goals.



BASE

All you need to sell online. A branded parts and accessories website to extend your counter online.



BASE+

A branded parts and accessories website plus digital advertising to attract new clients outside your current customer base.

Local Reach



ADVANCED (available for some OEM programs)

A branded website, digital advertising, and expert consulting to help you grow your business further.

Regional Reach



PRO

A branded website, digital advertising, unlimited access to expert consulting, and every top-level feature we offer to maximize your business performance.

National Reach



Base Package

Extend your parts and accessories counter online.

Sell online with a branded parts and accessories website. Reach new customers where they are: **online.**



Branded online store ready to take orders.



Comprehensive performance analytics.



Easy setup and minimal effort.



Low Monthly Fee

- No advertising spend.



Low Effort

- Only requirement is fulfilling orders.



Local Reach

- Capture leads from your dealership.

Parts and Accessories Website

- Brand-compliant.
- Mobile-optimized.

Detailed Parts Catalog

- Up-to-date OE* and Motor catalog of Parts and Accessories.
- Detailed parts diagrams.

Performance Analytics

- Over 300 FREE real-time reports.

Comprehensive E-commerce Solution

- Fraud identification tools with an extensive fraud database.
- PCI-compliant, secure e-commerce site.
- 24/7 Atlanta-based dealer support and training.
- Google My Business set-up.
- ShipStation integration**.

*For select programs only. Call your ECM rep to see if you qualify.

**For select dealers only.



Base+ Package

Ensure visibility of your branded website with online advertising.

Reach new local buyers and make the most of your parts and accessories website with online advertising.



Branded online store with comprehensive reporting.



Search Engine Marketing (SEM) on Google and Bing.



Performance coaching within the first 120 days.



Low Monthly Fee

- Low advertising spend.



Moderate Effort

- Package requirements include fulfilling more orders and monitoring advertising performance.



Local SEM Reach

- Local advertising targeting the customers closest to you.

Parts and Accessories Website

- Brand-compliant.
- Mobile-optimized.

Detailed Parts Catalog

- Up-to-date OE* and Motor catalog of Parts and Accessories.
- Detailed parts diagrams.

Performance Analytics

- Over 300 FREE real-time reports.

Comprehensive E-commerce Solution

- Fraud identification tools with an extensive fraud database.
- PCI-compliant, secure e-commerce site.
- 24/7 Atlanta-based dealer support and training.
- Google My Business set-up.
- ShipStation integration**.

Targeted Local Online Advertising

- Search Engine Marketing (SEM) to put your site front-and-center in online searches.
- Online Shopping ads (PLA) with automatic pricing updates*.
- Tailored product listings and landing pages based on customer's query.
- Return on Ad Spend (ROAS) reporting so you can see dollar-for-dollar what you get back on your spend.

Performance Coaching

- One-time service within first 120 days with optional additional coaching.

*For select programs only. Call your ECM rep to see if you qualify.

**For select dealers only.

Advanced Package

Generate more sales with expert strategy and regional advertising.

Increase the number of customers to your website with regional online advertising, optimized site content, and expert consulting. Only available to select dealers.



Branded online store with comprehensive reporting.



Local and regional Search Engine Marketing (SEM) and Search Engine Optimization (SEO).



Performance coaching twice yearly.



Flat Monthly Fee

- Moderate advertising spend.



Moderate Effort

- Package requirements include fulfilling more orders and monitoring advertising performance.



Regional Reach

- Local and regional advertising.

Parts and Accessories Website

- Brand-compliant.
- Mobile-optimized.

Detailed Parts Catalog

- Up-to-date OE* and Motor catalog of Parts and Accessories.
- Detailed parts diagrams.

Performance Analytics

- Over 300 FREE real-time reports.

Comprehensive E-commerce Solution

- Fraud identification tools with an extensive fraud database.
- PCI-compliant, secure e-commerce site.
- 24/7 Atlanta-based dealer support training. and
- Google My Business set-up.
- ShipStation integration*.

Targeted Nationwide Online Advertising

- Search Engine Marketing (SEM) to put your site front-and-center in online searches.
- Online Shopping ads (PLA) with automatic pricing updates*.
- Tailored product listings and landing pages based on customer's query.
- Return on Ad Spend (ROAS) reporting so you can see dollar-for-dollar what you get back on your spend.

Quality, Tailored Content to Draw More Customers

- Search Engine Optimization (SEO) to increase free search engine traffic to your website.

Performance Coaching

- Twice yearly with optional additional coaching.

* For select programs only. Call your ECM rep to see if you qualify.

** For select dealer only.



Pro Package

Partner with SimplePart to take your business nationwide.

Maximize the performance of your parts and accessories online store with every advanced feature we offer and unlimited consulting.



National Search Engine Marketing (SEM).



Advanced Search Engine Optimization (SEO) techniques.



Unlimited access to our Dealer Strategy Team.



Commission-based Fee

- High advertising spend.



High Effort

- Package requirements include fulfilling more orders and monitoring advertising performance.



National Reach

- Focused marketing strategies take your business to a national level.

Parts and Accessories Website

- Brand-compliant.
- Mobile-optimized.

Detailed Parts Catalog

- Up-to-date OE* and Motor catalog of Parts and Accessories.
- Detailed parts diagrams.

Performance Analytics

- Over 300 FREE real-time reports.

Comprehensive E-commerce Solution

- Fraud identification tools with an extensive fraud database.
- PCI-compliant, secure e-commerce site.
- 24/7 Atlanta-based dealer support and training.
- Google My Business set-up.
- ShipStation integration*.

Targeted Nationwide Online Advertising

- Search Engine Marketing (SEM) to put your site front-and-center in online searches.
- Online Shopping ads (PLA) with automatic pricing updates*.
- Tailored product listings and landing pages based on customer's query.
- Return on Ad Spend (ROAS) reporting so you can see dollar-for-dollar what you get back on your spend.

Quality, Tailored Content to Draw More Customers

- Search Engine Optimization (SEO) to increase free search engine traffic to your website.

Unlimited Performance Coaching

- Unlimited access to our dealer performance strategy team and our most advanced e-commerce tools.

* For select programs only. Call your ECM rep to see if you qualify.

** For select dealer only.



Need More **Help?**

Once again, we want to formally welcome you to the SimplePart family as a new client and partner! We look forward to being your e-commerce partner and helping you grow in a long-term, sustainable way.

SimplePart is dedicated to making sure your business succeeds. So if you have any questions or concerns, we've got the right team of experts to help you out.

Contact Information:

For site or setup questions, contact our 24/7 Client Services Team:

 (888) 843-0425

 support@simplepart.com

For detailed package and program information, or to schedule a demo, contact our Sales Team:

 (404) 620-9764

 sales@simplepart.com

View our website:

 simplepart.com

