

InDemand! Aftermarket Consultants

Expert Automotive Aftermarket Consultants



Imagine.....!

- Your product available for sale in over 20,000 locations in the U.S. and Canada
- Selling your product to Retailers such as Amazon.com
- Building a brand quickly and profitably
- Dominating your product's market
- Launching new products and extending your brand
- Using social media to truly connect with your customers

InDemand! Aftermarket Consultants

Expert Automotive Aftermarket Consultants



At InDemand! Aftermarket Consultants, we partner with Automotive Aftermarket Manufacturers to unleash their company's products full market potential and gain dominant, profitable market share in an ever-changing business environment. We offer a tremendous value to our partners without the expensive overhead of a full direct staff or brand-markups of traditional firms.

Our consultants have tremendous credentials with 25 to 50 years of experience at all levels of the Automotive Aftermarket. Our team has received numerous awards by its vendor partners for excellence in helping grow their businesses.

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Experts in Results!



Who are we?

InDemand! Aftermarket Consultants

- Have contacts to sell your products into over 20,000 locations in the U.S. and Canada
- Specialize in the aftermarket marketplace
- Are staffed with an executive team that has anywhere from 25 to 50 years experience at all levels of the aftermarket
- Have national partnerships with automotive chain retailers, warehouse distributors, internet companies, and installation chains
- Enjoy partnerships with premier manufacturers in the automotive aftermarket
- An organization that supplies a complete menu of services to meet your company's needs and grow your business

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Our Team is Your Team

- **Chick Capoli, Jr.**
 - Graduate of Villanova University, 1992
 - 25 Years Experience at all Levels of the Automotive Aftermarket
 - Advisory Board Member at BWG Strategy LLC
 - Numerous Awards for Sales and Service
- **Angelo Capoli**
 - Graduate of Villanova University, 1992
 - 25 Years Experience at all Levels of the Automotive Aftermarket
 - Decorated Professor of Computer Studies – Chubb Institute
 - Expert in SEO and Database Administration
 - Numerous Awards for Sales and Service
- **Chick Capoli, Sr.**
 - 50 Years Experience at all Levels of the Automotive Aftermarket
 - 35 Years Experience growing Chick Capoli Sales Co., Inc. into a premier sales group
 - Former VP and GM of CarQuest distributor in Middle Atlantic states
 - Numerous Awards for Sales and Service



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Our Retainer Based Services

- Market surveys
- Category management
- SWOT analysis
- Development and implementation
 1. Marketing and Promotions
 2. Pricing
 3. Distribution
 4. Sales Management - Assemble and manage a national sales team
 5. Optimal Customer Service engagement
 6. Website Development
 7. Social media management
- Aftermarket entrance and product launches
- And More

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Market Surveys

- Market survey methods
 - Analyze NPD and other data
 - Hire focus groups
 - Online survey
 - Paper survey
 - Mobile survey
 - Phone survey
 - Face-to-Face interview
- Discuss surveys with department managers such as product managers, marketing advertising, sales, engineering, and finance
- Process and analyze the results of the survey
- Institute changes to strategy to adapt to the survey results

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Category Management

- Define the category
- Category role assessment
- Category appraisal
- Category scorecard
- Category strategies
- Category tactics
- Implement plan
- Review and assess performance

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S.W.O.T Analysis – Your Company vs. Your Competitors

- Strengths

- What are your and each competitor's businesses advantages?
- What are your and each competitor's core competencies?
- Where are you or your competitor's making the most money?
- What are you doing well? What are they doing well?

- Weaknesses

- What areas are you avoiding? What areas are your competitors avoiding?
- Where do you lack resources? Where do they lack resources?
- What are you doing poorly? What do they do poorly?
- Where are you losing money? Where might they be losing money?
- What needs improvement? What can/will your competitor's stand to improve?

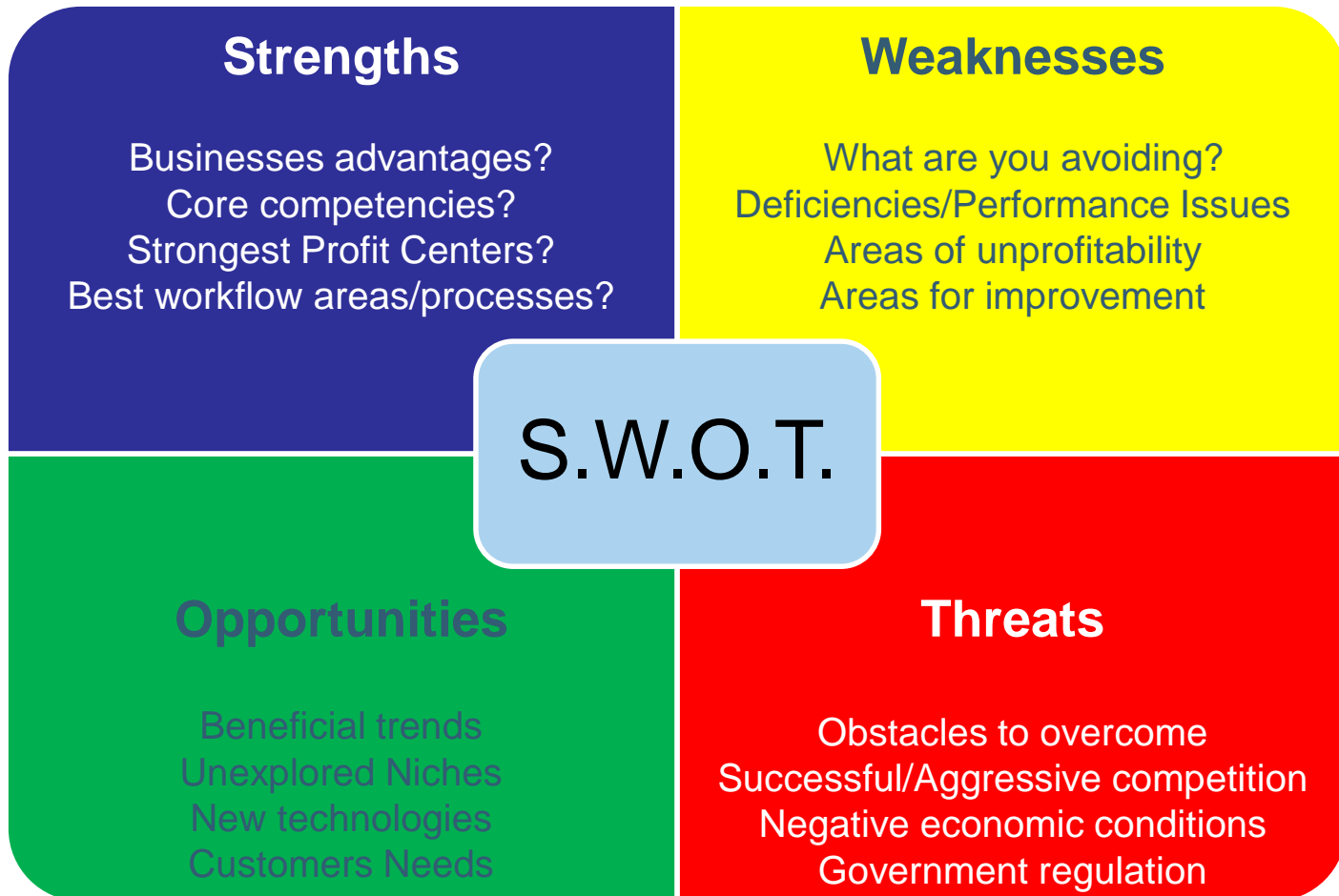
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S.W.O.T Analysis – Your Company vs. Your Competitors

- Opportunities
 - Any beneficial trends?
 - Niches that competitors are missing?
 - New technologies?
 - New needs of customers?
- Threats
 - Obstacles to overcome?
 - Aggressive competitors?
 - Successful competitors?
 - Negative economic conditions?
 - Government regulation?
 - Changing business climate?
 - Vulnerabilities?

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S.W.O.T Analysis – Your Company vs. Your Competitors



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Development and Implementation

- **Marketing Promotions**
 - Creative retail and commercial
 - Make an impact with the customer
 - Drive the brand
 - Lead to follow up purchase
 - Promote premium products for maximum margins
 - Off shelf placement – Wing panels, end caps
 - Rebates, Scan downs,
- **Pricing**
 - Determine the brand's position in the market
 - Design a pricing model that maximizes profit for all
 - Create a strategy that guides the customer up the ladder to premium
- **Distribution**
 - Design a national distribution strategy
 - Placement of DC's for cost efficiency
 - 3rd Party distribution
 - Exclusive national distribution agreements are available with Demand!

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Development and Implementation

- Sales Management – Assemble and Manage a National Sales Team
 - Interview, hire & train manufacturer rep groups on how to sell the vendors product
 - Require & review manufacturers rep sales plan quarterly for product placement and performance
 - Work with manufacturers rep sales team members to gain product placement.
 - Attend key major distributor trade shows and sales meeting & sales / marketing conferences
 - Create a stream lined reporting system to be provided to our management team monthly
 - Establish sales goals for each rep group
 - Establish a commission program for each rep group
 - Create a independent rep agreement
 - Provide rep group with monthly sales by product
 - Design a workflow for the sales team that is customer centric

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Optimal Customer Service Engagement

- Institute proper Customer Service engagement principles for an Automotive Aftermarket Customer Service team
- Set up an Aftermarket Customer Service Department
 - What are the customer's expectations?
 - Timeframe for follow up on Customer Service requests
 - Help to choose/design Customer service software and tools
 - Develop Key Performance Indicators for CS reps
 - Train CS reps
 - Hire CS management

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Aftermarket Entrance and Product Launches

- Pre-Launch - Create an Aftermarket entrance strategy
 - Research the category in-depth using Category Management principles
 - Define the market for the product
 - Write a mock press release
 - Web, Print Ads, PR Releases
 - Email blasts
 - Social Media
 - Build the messaging
 - Set ambitious goals
 - Get market ready
 - Build compelling creative assets
 - Develop market strategy

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Aftermarket Entrance and Product Launches

- Launch
 - Press Releases
 - Choose the right channels of distribution
 - Activate sales team
 - Chain Retailer
 - Major Marketing Groups
 - Alliance
 - A.D.N.
 - Federated/Pronto
 - APA
 - TruStar
 - National and Regional Trade Shows

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Aftermarket Entrance and Product Launches

- Post-Launch
 - Keep the momentum going
 - Revisit go-to-market strategy
 - Focus on retention of customers

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Omni Channel Marketing

- Consistent Message across all media
- Push (micro updates) & Pull Marketing (content)
- Purpose Driven Content
- Customer Value Driven
- Engaging Content
- Micro Content
- In-the-Moment Marketing
- Extended Campaigns
- Use of Marketing Hooks
- Personal Content

Content Marketing Campaigns

- Paid Search –Google AdWords, Bing Ads
- Social Media Marketing
- Mobile Marketing
- Banner Ads and PPC
- SEO / Content and Keyword development for optimal Organic Search Engine Placement



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Other Digital Marketing Techniques

- Email Marketing
- In App/Game Ads
- YouTube Marketing
- Geofencing
- Digital Couponing
- SMS Text Marketing
- Reputation Defense



Ad Server / Analytics

- Track Inbound Traffic
 - Paid Search
 - Social
 - Email
 - Text
- Ad Server Reporting
- Adjustment Marketing Campaign for Effectiveness

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Major Account Focus



AUTO PARTS



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Major Vendor Partners



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