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PartsTech Adds a Powerful Sales Tool to Its Tires Offering

PartsTech has launched a powerful new sales tool as part of [PartsTech Tires](#). PartsTech Tires is a widely-adopted add-on to PartsTech, the popular online aftermarket parts ordering platform. The platform is designed to boost efficiency and productivity by organizing all of a repair shop's wholesale suppliers of tires and parts into one easy-to-use online ordering system. With a streamlined procurement solution like PartsTech, shops can see wholesale pricing, local inventory and place orders to all of their part and tire suppliers in one look-up. This new quoting tool takes things one step further—allowing shops to create customer-friendly tire quotes displaying out-the-door costs for tire services in seconds.

Travis Beaulieu, PartsTech Senior Product Manager explains, “We’re excited to roll out our tire comparison & quoting features. This feature set is designed to significantly help shops streamline their tire quoting process, look more professional doing it, and ultimately grow their sales. We are eager for feedback to keep improving our tires offerings.”

Tire dealers and repair shop service advisors often need to build customized quotes for their customers on the fly. Now, using PartsTech, advisors can either flip the monitor at the service counter to show a detailed quote to an in-person customer, or text/email that custom quote to a customer from anywhere.

A new feature allows the advisor to toggle between their wholesale pricing and a fully configurable out-the-door cost for the job on the spot. With the new functionality, customers receive a responsive, mobile-friendly version of the quote featuring a "Good/Better/Best" comparison view. The customer can then select the tires they want with the click of a button. If the shop uses one of PartsTech's [compatible shop management systems](#), the system automatically adds the customer's tire selection to the work order, and notifies the service advisor of the customer's choice by email.

The new feature rollout was based on research which included customer requests, competitive feature analysis, customer interviews, and sales team interactions/focus groups. Beta testing has indicated a high level of interest and satisfaction with the PartsTech Tires quoting tool, and the sales team has noted an uptick in sales of the PartsTech Tires system when demoing the Beta version of this new quoting tool.

Beaulieu also said the system has many enhancements forthcoming in their continued push to improve customer experience and differentiate themselves from competing systems. The ability to leave shops notes, set preferred brands, and quote tires and parts together are some near-term initiatives on the roadmap now.

For repair shops or tire dealers who would like to see more, their product video is available at: <https://youtu.be/g-adtjfxZbw>

You may also want to check out their website: partstech.com/m/tires

About PartsTech

PartsTech makes it fast and easy for automotive repair professionals to find and buy the right parts and tires across all of their suppliers, in one search. PartsTech connects automotive repair shops, distributors, retailers and manufacturers in one seamless procurement platform, boosting productivity and reducing friction throughout the industry. PartsTech is privately held and is headquartered in Cambridge, MA. For more information on PartsTech, visit partstech.com/home

Appendix: Quotes from users (to be sent along with release)

- “I have spent 35 years in the aftermarket automotive business, worked for several major players and have been an Independent owner for 12 years. Parts Tech, hands down, is the best platform I have seen for ordering parts and tires.” **Tim Jenkins, Inlign Auto, FL**
- “PartsTech’s tire integration system has really streamlined our quote process and our ordering process. This gives our service writers more time to sell and less time looking up tire options.” **Dave Bernhard, Bernhard Auto Works, IL**
- “Estimating tires was always so frustrating! PartsTech Tires has streamlined the process, now it’s as easy as can be!” **Alex Ruark, Ruark & Sons Automotive, OH**
- “PartsTech Tires is a simple to use, one place to look up tires from several vendors, we have increased our tire sales.” **Shelina Dunphy, European Motor Cars, NV**