



Multipart Product Marketing Services provide comprehensive product management and marketing expertise to clients seeking to grow sales and margin in parts aftermarkets.

Operational excellence and integrated supply chain management systems combine to deliver flexible solutions which maximise market penetration, grow product sales and realise many other strategic objectives and associated benefits.

Services: Product Strategy & Marketing

Positioning the product range to maximise market share

In-depth analysis of the aftermarket business is carried out to identify actionable product group subsets, development of strategic and tactical marketing plans with agreed performance targets and reporting requirements.

A collection of activities align the product range whilst underpinning sales and profit growth and may include new and current model range management, development and on going management of the Allmakes range, second line product opportunities, accessories, consumables and universal products and other sector appropriate areas.

Promotional & Campaign Management

Powerful promotion to deliver the sales advantage

Our expert teams address all influential channel elements in the supply chain, effectively and economically, to deliver preferential sales and profit margins. In addition to gaining tactical sales advantage, the communications impact of campaigns may also be utilised to advertise and develop market presence for the clients business. Comprehensive marketing productivity analysis and reporting is a key management activity provided.

Technical Knowledge, Customer Service and Support

Integrated systems benefit sales and customer satisfaction

Aftermarket product catalogues are relatively straightforward to establish but our experience has shown that poor functionality linked to weak product data management disciplines can be a major inhibitor to product sales. Multipart's integrated product data management and electronic parts catalogue systems, backed up by our team of technical authors, ensure correct data management with effective on-going maintenance, parts identification and automatically verified availability, transitions smoothly to robust ordering and increased sales.

Pricing Strategy and Management

Immediate results from focused strategies

Focused pricing strategies can deliver immediate benefits as the complexities of cost of ownership and increased competition are balanced with profit maximisation and competitive positioning. Supported by Price Maintenance systems and Tender support processes, Multipart's Product Marketing Services team are ideally positioned to deliver exceptional value to our Clients.

Working together

Our team of Product Marketing experts will work with your existing teams in a collaborative and approachable style to ensure a transfer of skills and knowledge that will allow you to build upon the results delivered during the implementation programme. To deliver fast, effective improvements and long term benefits we will work quickly and effectively to understand the needs of your business and your customer.

Implementation methodology

Initial Consultation

Gain an understanding of your business model, current challenges and anticipated benefits through deployment of Multipart Product Marketing services team.

Functionality Analysis

Structured walkthrough of business processes, relative to the Multipart standard model. Delivers a future operating model, together with any customisations and a costed solution as appropriate to maximise efficiency.

Key milestones - give you confidence in what will be delivered, when and how much!

Specification Agreement

Any required customisations will be specified in detail, developed and presented for Client Acceptance.

Client Acceptance

Client teams are encouraged to participate in the final specification of the Product Marketing recommendation including any specific customisations. This is approached from a business perspective and help ensures a successful implementation and sign-off.

Implementation Support

The Multipart Product Marketing services team provide post implementation support to ensure a smooth transition. Flexible ongoing support packages are available.

Customer Benefits

- * Improved ROI (Self funding)
- * Increased Sales and Profit
- * Product Optimisation
- * Accelerated Growth
- * Product Differentiation and Competitive Advantage
- * Reduced Operating Overheads
- * Simplified client business model

Mpro. Contact

If you would like to know more about Multipart Mpro. please contact Julie Croston on **01257 265531** or email **julie.croston@multipart.com**

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