

SOUTHWEST NISSAN

Parts Manager of Southwest Nissan, Jarrod Roscoe's first attempt at parts eCommerce fell flat. When he switched to RevolutionParts, he began adding \$30K a month to the Parts Department.

Jarrod hasn't always had the best luck with selling OEM parts online. "We had another web store before signing up with RevolutionParts," he says. "They weren't very involved—they basically just turned the switch on." Jarrod's first experience with digital retailing was underwhelming and generated only a few thousand dollars a month, barely covering costs.

Once Jarrod switched to RevolutionParts, things changed for the better. "RevolutionParts is on top of it whenever I have a problem, suggestion, or decide I want to do something different," he says. "I like my eCommerce provider to be involved and give me recommendations on [pricing and strategy](#). I know their expert advice can help us grow."

In the age of online shopping, Jarrod knew the success of his Parts Department depended on bringing his product to online marketplaces. Now Jarrod has a [Storefront Plugin](#), a [stand-alone Web Store](#), and an [eBay store](#) so that he can maximize his customer base and revenue channels.

One of Jarrod's favorite parts about selling online is that it has been very manageable without adding extra staff. He sees an opportunity in the future to add a dedicated Internet Parts Director to manage the eCommerce platforms but until then he says his current team has a great handle on the new increased sales volume.

"We're a tight-knit team and we take care of each other," Jarrod says. "If anyone needs support processing or packing orders, there's someone there to do that."



Clocking in at just 28 years old, Jarrod is going on his tenth year working at Southwest Nissan. He has grown up there and considers the dealership his home, which is why he's dedicated to seeing it grow. Forward thinking, teamwork, and efficiency along with RevolutionParts eCommerce platforms, has helped Southwest Nissan's Parts and Service Departments achieve a record month in March 2019.

Learn how RevolutionParts can help your Parts Department achieve the same success as Jarrod Roscoe and Southwest Nissan with stream-lined eCommerce tools and solutions.

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