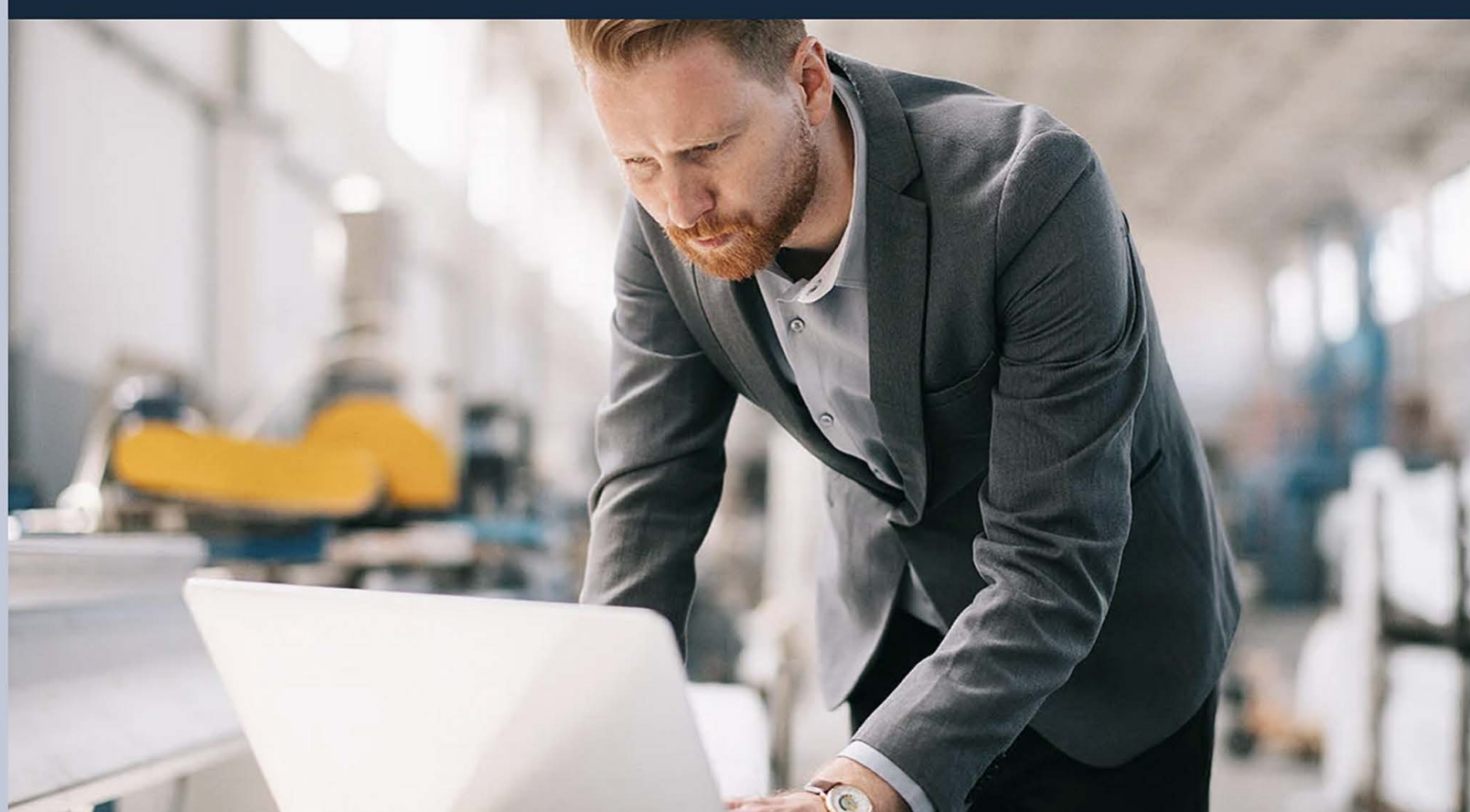




4 Steps for OEMs to Grow Their Dealer Sales



The most significant way to grow your dealer sales is to ease the process of doing business with you.

If you want to attract new dealers and grow the dealer network you have today, you must find ways to remove resistance when doing business with you. So what's the best way to grow aftermarket sales with your dealer network? We're going to lay out 4 simple steps OEMs can get started on today.

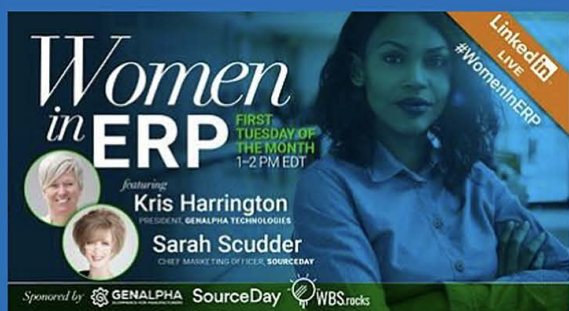
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eCommerce for Manufacturers: Why Selling Parts is the Lifeline of Your Business

What priority does your business place on aftermarket parts sales. Aftermarket parts sales for equipment manufacturers can generate up to 50% of total revenue and the same percentage, if not more, of gross margin. If your organization maintains third-party vendors and gives them access to the aftermarket revenue, it's time to rethink your structure to ensure that your firm is reaping the benefits.

[Learn more about the different strategies.](#)



Women in ERP

January 2023

Our Women In ERP show is back for another year. An insightful convo with women who are making things happen. Jacqueline Kuhn, Kristina Harrington and Ritu Jauher share their ERP experiences. Change management is tough, so is selecting the right ERP and implementing it, then there's trying to get the most out of your ERP, and the aftermath.

[Listen Now](#)

Catch the next episode on February 7th, at 12PM CDT. [Register here.](#)

⚡ Partner Spotlight : MacKay & Company

MacKay & Company is a specialized management consulting and market research firm. The company's focus since 1968 has been and continues to be commercial on-highway vehicles, construction equipment, farm field machinery and industrial markets.

A large portion of our clients use our expertise in the aftermarket in these markets. Whether it is helping them size aftermarket opportunity, forecasting growth, determining aftermarket opportunity by regional markets, or determining how their brands compare to their competitors, we have the people and research tools to address.

MacKay & Company maintains a large database of owners and maintainers of on and off-highway equipment. We also have a large database of the sellers of the equipment and aftermarket parts & services. This provides the ability to get to the people who make aftermarket related decisions.

If you want to learn more, contact John Blodgett (john.blodgett@mackayco.com) or visit www.mackayco.com

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