

OECConnection (OEC) company case study

From Field Friction to National Coaching Strategy

OEC faced growing pressure from automakers to improve parts sales using its quoting platform. Low usage across collision centers stalled progress. But the problem wasn't where they thought – and one field leader saw it early.

Objectives

Identify the true adoption barrier

Usage issue wasn't a software issue at all. It was behavioral at the dealership level.

Reshape Dealer sales culture

Take the dealership parts sales staff from order takers to "order makers"

Build a scalable coaching system

One that could drive results across organizations we couldn't control.



Solution

Coaching Program Development

- SaaS-driven sales coaching for dealership parts teams
- Collision center influence strategy built in

Leadership Pipeline Creation

- Recruited, trained, and led a national team of field leaders.

Integrated Metrics Loop

- Real-time usage & performance KPIs aligned to automaker goals

RESULT

• Faster Adoption

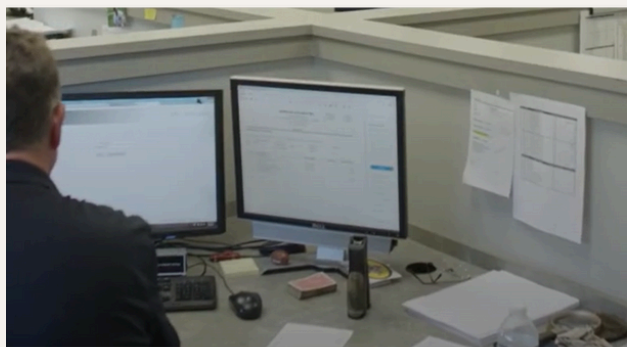
Dealer ramp time dropped from months to days where coaching was accepted

• Part Sales Lift

OEM parts sales increased across coached regions – verified by automakers

• Behavior Change

Platform usage grew at both dealerships and collision centers



Conclusion

Shane Murphy led the creation of OEC's national performance coaching system. What started as a solo field push turned into a national strategy. The leadership team he built delivered measurable, automaker-validated results, reshaping how parts sales worked across the entire dealer-to-shop chain. All because one coach saw what everybody else missed - and refused to let it go.