



ON THE MOVE

Updated look Part 2!


Last month I mentioned our “freshening up” process had begun and this month we continue with the announcement of a new  8 ½ x 11 flyer touting the tag line “**Value That Lasts!**” We will be using this tag line in a new animated banner on the Aftermarket News starting next month. The flyer explains our “value proposition.” “Cheap” doesn’t equate to “value.” While there are many “cheap” parts in the marketplace, often they just don’t hold up. Most everyone can make a pretty part that fits and most will work for a while. But is that part really a good value if you have to change it again in just a few days, weeks or months? We at  strive to find the best price on the product we offer – but only if it can match O.E. in “Fit, Form and Function.” And when WE say “Function” we mean out of the box and tested for a time period equal to or longer than the original. Our new flyer was created to help better define that message with counter people and technicians alike. In addition, we are pleased to announce we will offer this flyer in Spanish as well! Again, as a “value line”, we don’t want to be in the literature business, but we do want to be sure we provide the information customers need to make an informed decision about the brands they choose to use! I have had people initially hesitate to use our line because it appears too inexpensive. Big metal signs, race sponsorships and so on are expensive – we don’t add those costs to the product, we just give you great parts at great prices.

Do you know me?

“The bitterness of poor quality remains long after the sweetness of low price is forgotten.”

This is an old quote that seems to be even more applicable in today’s market place. Do you know who it is originally attributed to?

Quick Tip of the Month!

And just a little more discussion on information. Sometimes it will cost money to get what you need. Most garages subscribe to a data service, and often more than one. Mitchell and Alldata are two of the big ones. Once upon a time, good shops spent hundreds of dollars on manuals. Now most access the data electronically. Many shops also subscribe to some sort of diagnostic assistance like Identifix. This service and others like it look at “pattern failures” and can help provide a course of action to a technician when they are “stuck” on a diagnosis. One “lower cost” option (keeping with the “value” theme) I use is iATN – International Automotive Technicians Network. At just under \$10 a month it has a wealth of information and allows you to post your diagnostic issue for other technicians to review and provide input. Actually, I have been told Identifix derives much of their information from this site and simply condenses the multitude of information down to a concise course of action(s). I personally prefer seeing the “raw data” or individual posts so I can see all the input and possibilities and draw my own conclusions. On more than one occasion our research has led to the tech tips you see in this column.  has also used this feedback from actual technicians in the field to create and add instructional sheets to certain parts where unusual but frequent occurrences can lead to a misdiagnosis. We don’t want to handle a warranty situation any more than you do – use ALL the information available to you to get the diagnosis and fix right the first time!

THE LAST WORD:

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 Craig Butt - cbutt@forecastparts.com

Do You Know Me?

The quote is originally attributed to Benjamin Franklin. Even in the 1700’s it appears quality and price were issues with the goods of the day!