

PARTS PRICING AND DISCOUNTING GUIDES FOR SALES -UPDATED 100723

[link/ loop to zoho](#)

OVERVIEW - its important sales understand these key concepts

[LINK TO VIDEO GUIDE](#)

We we purchase stock we purchase a package of items in that car , we buy that group of parts together but we don't sell them together , we separate each par for sale

Some parts have more demand and higher price than others , so when we adjust price of parts we are trying to make the slower low demand items sell more quickly and the high demand items we want to maximize the money we receive for that part

When we dismantle the car we won't remove **ALL** parts some items we mark as Y status , these parts don't have demand or we already have items in stock so we are trying to ideally sell these type of items

Otherwise we will simply throw them away once remove the items from car when dismantling

The demand of items will change as the

Car becomes older used parts will increased in demand -usually maximum demand is at 7-10 years old at this point the car is still high value to invest in spending money on it

For many new car - less than 4 years old the car is covered under new car warranty so body panel crash parts often the car owner will get new genuine under insurance warranty and the mechanical parts are still new so they don't wear out (note some cars have exceptions)

As the car gets to plus 10 years old the car value will lower so some customer wont want to spend high dollar amount to fix car that isn't worth so much money anyway , this is especially for panel parts that have to be painted so often in this situation buyer may want to try to match same color

Understand search and sales data

When sales staff search an item or inquiry then pinnacle system note that and it calculates how often we have to search an item to make a sale

As an example @ july 2023 we search on average 10 times to sell an engine once , so if we are searching certain engine 15 times to sell once then pinnacle thinks maybe we should lower the price of that item to sell it more quickly and the opposite applies ,

To add do this though if we have searched fo an engine but not had any stock then pinnacle knows this so it wont want to drop the price as it knows often this item is hard to purchase so we shouldn't discount

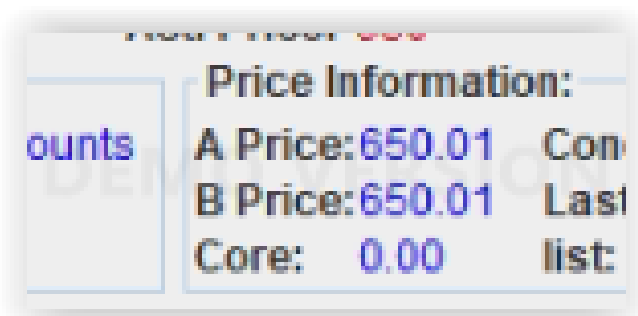
Understand Cents based pricing

Pricing team will adjust the cents on an item price so sales at a glance can see when the item was last priced

Pricing item when pricing that item does this to say that this is the correct price at that time so as a guide sales wouldn't often heavily change or discount an item that sales have just repriced in the past month

[Link to cents based pricing table](#)

[link to table to explain cents based pricing](#)



Tip : bookmark the cents price table

UNDERSTANDING JJ ITEM PRICES

The price on the screen should reflect what its worth in **OUR** market usually ,its no use discounting the part when we could have easily sold for a higher value ,

i.e

all gm will sell commodore parts at higher price than JJ

JJ will sell Toyota parts at higher value than All GM

Sometimes our pricing on pinnacle system is incorrect,

its ok to say to other pinnacle yards that our price is incorrect ,ITS NORMAL PRACTICE

In this case quote the pinnacle yard the correct price and send thru price request as per guide in separate document

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