



Think  
Opportunity,  
Think  
Relationships,  
Think  
*e*Store

Just five simple steps are all that stand between you and  
new customer relationship opportunities with eStore.

What are you waiting for?

BY G. PATRICK PAWLING

**M**aking more money is a good thing. So is saving time and building customer relationships.

Staying competitive is high on the list too, right? And now, American Honda has created a tool that makes it easy for you to do all those things: eStore.

eStore is an Internet marketplace built and supported by American Honda with input and direction from your Dealer Advisory Board. eStore gives your dealership the ability to connect with customers wherever they are most comfortable: at home, at the office, or wherever they have an Internet connection.

The first product available for sale to Independent Service Shops (IRFs)—in response to government regulations—is subscriptions to Service Express. Service Express provides online factory-authorized service information on every OBD-II-equipped Honda and Acura model back to 1996. This includes service manual diagnostic and repair procedures, electrical wiring diagrams, service bulletins, and technician newsletters.

#### CREATING AWARENESS FOR SERVICE EXPRESS

To promote Service Express awareness with the public and IRFs, American Honda will be giving hands-on demonstrations at the upcoming SEMA International Salon trade show in Los Angeles (April 25-27, 2003). IRFs will see Service Express in action, and these hands-on demos have taken place at four other trade shows in recent months.

American Honda has also launched a print advertising campaign to promote Service Express in seven

publications: *eXpress Tech*, *Honda Insider*, *Brake & Front End*, *Underhood Service*, *Import Car*, *Motor Age*, and *Import Automotive Parts & Accessories*. The more IRFs that are aware of Service Express, the more opportunities your dealership has to profit.

After you become a certified eStore dealer, American Honda mails you promotional materials to help you tell IRFs about eStore. Your dealership parts manager will receive a package of 25 Service Express brochures and promotional foam cars to distribute to all your IRFs.

The second and third eStore products, Accessories and Parts, will launch soon (see sidebar, page XX). When Accessories and Parts launch, they will give you an additional connection to your customers and save you time. When customers shop online, they do most of the work. Because eStore is self-serve, your parts staff can spend more of their time supporting the needs of your dealership and your walk-in customers.

#### START BUILDING ON YOUR CUSTOMER RELATIONSHIPS

eStore makes it easy to build on your existing relationship with customers. Plus, it's easy to become eStore certified. Don't think hassle, think opportunity. The simple five-step enrollment process won't take much time, but if you do have questions, call the iN Support Center at (800) 245-4343 to speak with an eStore analyst. "I think some dealers read about eStore and think, 'Oh no, it's going to take hours,' and it's not like that," says Theresa Haven, senior project leader, eStore.

Once you're eStore certified, you are an eDealer and you can start selling products through eStore. Right

#### QUESTIONS & ANSWERS ABOUT BANK OF AMERICA MERCHANT IDS

##### Q: Do I need a separate Merchant ID to process eStore transactions?

A: Yes. When you process credit cards over the Internet, there are specific e-commerce indicators that must be transmitted to the card issuers (i.e. Banks).

##### Q: Why Bank of America?

A: American Honda researched many credit card processors and chose Bank of America because of their competitive pricing and ability to meet your dealership's needs. By signing an agreement with a single merchant bank, AHM was able to negotiate benefits for eDealers.

##### Q: How long will it take to set up my new eStore Merchant ID?

A: Once your paperwork is completed, your new Merchant ID will be set up in approximately seven to 10 days.

##### Q: What's included in the minimum \$50.00 monthly fee?

A: Three separate charges are included in the monthly fee: a \$10 gateway fee, a \$25 monthly minimum; and a \$15 online reporting package.

##### Q: How are the Bank of America credit card rates calculated?

A: The quoted eStore credit card rates are for "card not

present" transactions (i.e. on-line transactions). Although Bank of America negotiated a discounted rate for American Honda; the rate is higher than the rate for face-to-face transactions or when a card is swiped.

**Q: What credit cards can my customers use at eStore?**

A: You'll be automatically set up to process transactions for Visa, MasterCard, Diners Club, Carte Blanche, and JCB. You can also accept Discover and American Express if you choose.

Note: If you do apply for American Express, you can substitute your dealership address and Tax ID number where the form requests a home address and social security number. Please include your 10-digit American Express merchant account number.

**Q: Do I need to provide a voided business check to set up my Merchant ID?**

A: Bank of America needs your checking account number and transit routing number to credit transaction funds to your account. Your voided business check includes this information, but you can also provide a letter from your bank with the account and routing numbers.

If you have questions about establishing your Bank of America merchant ID, contact Judy Smither by telephone at (626) 294-9872 or by email at [judy.smither@bankofamerica.com](mailto:judy.smither@bankofamerica.com).

now, you can start selling Service Express Subscriptions. Here are the five steps to eStore certification and becoming an eDealer:

1. Read and sign the eStore agreement policy that arrived in your eStore enrollment package and then mail it to American Honda.
2. On iN, select the state and country or city tax jurisdictions where you want to sell products through eStore.

**FIND IT ON IN > eSTORE > TAXES > MAINTAIN TAX JURISDICTIONS**

3. Establish a new merchant ID with Bank of America specifically for eStore sales (see sidebar, page XX).
4. Determine the amount you want to charge for Service Express subscriptions and set up pricing via iN. (You can sell subscriptions at discount prices or charge suggested retail; you determine the price. American Honda recommends charging suggested retail).

**FIND IT ON IN > eSTORE > PRICING > PRICING SETUP**

5. Update your Dealer Profile on iN. Your profile must include your parts manager's name, phone number, and e-mail address to be compatible with eStore.

**FIND IT ON IN > SYSTEM ADMIN > DEALER INFORMATION > PROFILE**



**WHY SHOULD YOU BECOME AN eDEALER?**

- **Don't miss an opportunity!**  
Right now, you can sell Service Express subscriptions to IRFs. Soon you'll be selling Honda

Genuine and Acura Genuine parts and accessories to your retail customers.

- **Easy sales!**  
IRFs choose where to purchase their Service Express subscriptions from a list of eDealers. If you're not an eDealer, you won't be on the list. Retail customers will see their selling dealer as their eDealer *if that dealer set them up in Owner Link*. Otherwise the retail customer must select from local dealers who service their zip code.
- **Open anywhere, anytime!**  
eStore extends your parts department's hours. Online you'll be open 24/7, providing nonstop customer service and improving accuracy.
- **Low cost to you!**  
With eStore, you can increase your sales without increasing your inventory. If you can't fill an accessory order from your inventory AHM will ship the accessory to you on a daily order. Plus, without any Web site development charges, you'll have access to the state-of-the-art eStore Internet marketplace



from Owner Link or your compliant dealer Web site.

- **It's easy!**

All transactions take place online. Credit card billings are automatic and the funds are sent to your merchant account and from there to your business account. There is virtually nothing for you to do.

- **More ways to connect with your customers!**  
eStore will soon expand to include Honda Genuine and Acura Genuine parts and accessories. This expansion will provide an opportunity to reconnect with your new owners; and sell them accessories you missed during the initial sales process.

- **American Honda offers online training!**  
Online training and support materials are available to assist you with becoming eStore certified (see sidebar page XX). You have the option to talk with

a specialist on the phone, read the materials for yourself, or take a course online; just choose what works best for you.

**FIND IT ON iN** eStore

#### **ONLY eDEALERS SELL PARTS AND ACCESSORIES ONLINE WITH eSTORE**

In the spring, eStore will expand to sell Honda and Acura Genuine accessories such as spoilers and car covers through eStore. And then eStore will grow again to sell Honda and Acura Genuine parts and Honda and Acura licensed products through eStore.

When these additional products launch, eStore customers be able to purchase parts and accessories online. If your dealership isn't eStore certified, your dealership will not appear in eStore.

## **eSTORE SIGN UP HELP AND TRAINING**

If you have difficulty with the eStore enrollment process, contact the iN Support Center at (800) 245-4343 and ask to speak with an eStore analyst. They will help you complete your eStore certification.

### **AT-A-GLANCE**

eStore support materials are available from growing library of *At-a-Glance* manuals in the online iN Help Center Resource Library. The *At-a-Glance* eStore Certification Training: Subscriptions materials detail the benefits of using eStore and offer step-by-step guides to set your pricing and tax jurisdictions, and help manage orders. Follow these steps to get started:

1. Sign in to iN.
2. Click Help Center in the left-hand menu.
3. Select Resource Library in the left-hand sub menu below Help Center.
4. Click *At-a-Glance*, the first link in the Resource Library.
5. Select eStore Certification Training: Subscriptions from the list of *At-a-Glance* titles. You can also search by keyword using the search box at the top of this page.
6. After you select eStore Certification Training: Subscriptions, you'll see a table of contents. Each item in this list is hot-linked, so you can jump right to the information you need and revisit specific topics, or you can read through it in order.

**FIND IT ON iN** Help Center > Resource Library >

At-A-Glance

### **WEB-BASED TRAINING**

Web-based training for eStore is available at Online University. The self-study program is a quick way for your dealership staff to learn the ins and outs of using eStore. The training module includes an introduction to eStore, an eStore tour, sections about certification requirements, managing tax jurisdictions, setting up pricing, and managing orders and refunds, plus a mastery test. Start your training online by following these steps:

1. Sign in to iN.
2. Click Online University in the left-hand menu.
3. Type eStore into the keyword field.
4. Select All from the Department Type pull-down menu.
5. Click the Search button.
6. From your search results, select eStore Certification Training Subs, by clicking the Self Study link.
7. The WBT training module will launch in a new browser window and you can navigate through the course using the menu at the top of the page. Start with the Introduction and the eStore tour. The Next and Back links at the bottom of the page allow you to skip ahead or return to particular topics. You can also replay segments and get online help using the links at the bottom of the page.

**FIND IT ON iN** Online University