

The **Nexus Trade Club Program** is a comprehensive, data-driven solution designed to help OEMs deliver sustainable, long-term growth in genuine parts sales. Through a combination of experienced aftermarket teams, advanced systems, and proven commercial tools, Trade Club enables OEMs to strengthen dealer engagement and drive incremental revenue.

PROGRAM OUTCOMES

Trade Club delivers measurable parts sales growth through:

- Preferential pricing structures
- Targeted fast-moving parts programs
- Guaranteed dealer margins
- Structured, performance-led dealer engagement

With over **30 years of global automotive aftermarket experience**, Nexus Aftermarket partners with vehicle manufacturers to simplify trade-channel complexity and accelerate genuine parts performance.

Our Trade Club programs are built on the following core pillars:

PEOPLE & EXPERTISE

Program success starts with the right people. Nexus works closely with OEM partners to design and resource Trade Club teams aligned to program scope and objectives.

- Recruitment of top-tier aftermarket and OEM professionals
- Structured training to proactively grow dealer sales
- Scalable field and head-office teams tailored to OEM requirements

DATA & SYSTEMS

Trade Club is designed to make transactions simple, accurate, and efficient. Nexus integrates seamlessly with a wide range of DMS platforms using robust, proven processes.

- Real-time sales data extraction and validation
- Broad DMS integration for accurate pricing execution

- Centralised member and dealer database management
- Automated rebate calculation and reporting

ONLINE SALES TOOLKIT (STK)

A fully configurable sales enablement platform providing actionable insight across dealers, field teams, and head office.

- KPI dashboards with detailed drill-downs
- "Is/Isn't Buying" analysis
- Member and matrix activity views
- Data quality and exception management tools
- Rebate, service, and performance reporting
- Field visit and CRM functionality

MEMBER WEBSITE

Each Trade Club includes a branded member website supporting dealer participation and engagement:

- Online sign-up and access to price files
- Dealer locator functionality
- Purchase history (where available)
- Campaigns, promotions, and incentive communications

MARKETING SUPPORT

Nexus supports OEMs and Trade Club teams with tailored program launch and ongoing communications, including:

- Launch collateral, guides, and training materials
- Email communications and dealer updates
- Creative services and campaign assets as required

CONTACT

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