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GSF Area Focus puts garages in the picture

GSF Car Parts are midway through their ambitious 2015 Area Focus programme, following last week's successful Northampton event.

Area Focus, which began in February, has involved an intensified focus across the country with a different territory being worked on each month. Not only, do customers get special treatment and offers, but each GSF branch gets much more attention than usual, with plenty of staff from head office and senior management rolling up their sleeves.

Key suppliers are also drafted in to provide staff and customer training throughout each area focus - with the aim of getting key messages about new products and technology out to local garages.

The Northampton training event illustrated the multi-level Area Focus approach; an evening seminar for staff from four different branches, followed two weeks visiting local garages with Laser Tools and Omega vans, alongside senior members of GSF's team.

The evening seminar, held on 21st April, saw presentations from key OE suppliers, intended to build staff product awareness. Elstock examined remanufacturing, Sogefi

covered filtration awareness with the Purflux range, whilst Banner Batteries looked at changes in battery technology.

“Busy branch environments, growing product ranges, and changing vehicle technologies present real challenges for creating and growing product knowledge,” said GSF Car Parts Managing Director Jonny West. “But with branch staff dealing with our customers day-to-day, it’s essential we get this right.”

Following this hard work by branch staff, the culmination was Saturday’s social event, held in luxurious surroundings at Childerley Hall.

“We get it that weekend time is precious,” continued Jonny. “So, we made sure that we put on an event our staff could really put their characters into and look after our customers – we wanted it to be super special for everyone.

“Customers were put up in a nearby hotel, whilst the team laid tables and prepared lamb shawarma for them to tuck into in the evening.”

Staff from the region including all the local branch managers, under the skilful guidance of Regional Sales Director Emma Tiernan and expert chef, Susie Blayney, pulled together to cook a fine Moroccan-themed meal for the group of guests. Following on from cocktails and supper, the party, which numbered nearly 75, were bussed back to a hotel for an evening at the bar.

The next Area Focus takes place near Manchester, covering the North West, with the South West following later in the year too. Garages are advised to look out for details.

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About GSF Car Parts

GSF Car Parts has a successful trading history spanning over 30 years.

Today's business, brought together in April 2000 by the German & Swedish Management Team, has its origins in a number of long standing expert car parts specialists such as Vee Wee, Autocavan, Andyspares, and URO Automotive.

Since the formation of GSF Car Parts in 2000, the company has developed a parts and distribution portfolio to create the UK's largest independent parts supplier. Today, GSF Car Parts employs over 1,000 people serving the UK and Ireland through over 70 stores and over 400 GSF delivery vans, managed from centrally-located headquarters in Birmingham

GSF's fast-growing retail business supplies components and consumables direct to customers' doors and through 'click and collect' from a sophisticated online catalogue and e-commerce site. In many cases, customers can save up to 50% off main dealer retail prices.