

Features

Month

Feature

Details

Jan

P&S Expo Preview:

A look ahead to the first annual P&S Expo event. The exhibitors, show attractions and new product releases all investigated to let you know just why it shouldn't be missed.

Mystery Shopper:

P&S send a reporter undercover to see how you really treat your customers.

Feb

Add-On Sales:

Are you missing a trick by failing to up sell to customers when they make a purchase? Or is it a practice that will put customers off?

Give them Credit?:

Is offering your customers finance options to buy the goods they want a good idea?

Mar

Tried and tested:

How are the products you sell tested to ensure their quality? Is it really that important anyway?

P&S EXPO: All the latest products, news and viewpoints from the industry in the wake of the first P&S Expo in Coventry.

Apr

Old School:

With many enthusiasts having been modifying for years, is there a market for retro cars or could you aim your business at older customers.

Taking Stock:

With show season underway, P&S looks at what products are looking hot already for the Summer ahead.

Create the ultimate stand:

Going to a show? Then make sure your stand works for you.

May

Brand Loyalty:

How can you keep people coming back to your store time after time?

Alloy Wheel Supplement:

The latest and greatest alloy wheels available to you the retailer.

Jun

Incentives

What really would push you to sell more of a manufacturer's product? Is it all about cold hard cash or would a lavish jaunt abroad be better?

Evolution or Revolution?

Is it possible to totally change your company's proposition if you can sense growth in other areas, or is gentle evolution better? And how would you go about either approach?

Jul

Value for Money:

Looking at the price difference between standard parts from car manufacturers and upgraded parts from the aftermarket. How much difference is there? And could using the value for money angle be worth it.

Track Days:

How big is the market for owners wanting to take their cars on the track and what products are they after?

Aug

Are you missing something?:

As retailers of car parts are there areas such as hot rods, Americans, classics or 4x4s that you should be tapping into?

Interior Designs:

What's hot and what's not in the world of car interior?

Sep

State of the Nation:

P8S gets the views of major payers in the industry, helping retailers get an idea of where the aftermarket is headed.

Tuning Guide:

The hottest products found under bonnets and behind wheels.

Oct

High Tech:

A look at the latest in-car gadgets and technological advances in the tuning and styling world.

Marketing Yourself:

You know you provide a good service, but do others? PSS investigates ways in which you can get your message out there.

Nov

Location, location, location:

How important is the location of your shop?

Project Cars:

Investing money in project cars is a tricky marketing tool. We talk to those that have to find out whether they've reaped the rewards.

Dec

SEMA Show Report: America leads the way and more often than not the UK follows. So you'd be a fool not to take notice of what's happening at the SEMA show.

P&S Wall Planner:

Easy to read planner to sort 2CC9's important dates and crucial appointments or.