

SUPER AUTOMOTIVE PRODUCTS INC.

dba Super Truck Parts

P.O. Box 70250 Suite 107 San Juan P.R. 00936-8250

info@supertruckparts.com

To whom it may concern:

SUPER TRUCK PARTS has over 50 years of experience supplying parts and service for trucks and heavy equipment, in the Puerto Rico Marketplace. At present we operate out of 8 strategically located stores, providing all our customers with quick and easy access island wide.

SUPER TRUCK PARTS continuously strives towards delivering better solutions by improving our customer service with a more efficient organization. As part of our continuous development, this year we took on the TRANSCEND project, elaborated in conjunction with the London Consulting Group (LCG), between February and August 2018.

The primary purpose of TRANSCEND was to improve the efficiency of the sales and logistics departments. By the end of the project we achieved an ROI of 1.4:1; and we forecast the project will achieve an ROI of 5.2 :1 by August 2019.

The methodology which LCG taught us, and the dedication shown by **SUPER TRUCK PARTS'** personnel, were key aspects which allowed us to surpass the established objectives for the project. Our personnel and London Consulting Group's team worked together to redesign our operation and implement a continuous improvement process. Thanks to this initiative, and utilizing new tools and tactics with proper training, we have managed to transform the company's culture into one that focuses on metrics and pursues objectives while following well defined procedures.

Some of the qualitative and quantitative results we achieved were:

Sales


- 19% reduction in the volume of discounts granted.
- 8% increase in cross sales by our outside salesmen.
- 2.6% increase in the company's gross margin.
- 4% increase in the average ticket amount
- 0.9% increase in the number of lines per ticket
- A sales methodology was implemented throughout all the sales force, including inside and outside salesmen.

Logistics

- 17% reduction in lost sales as a percentage of sales.
- 32% reduction in lost sales.

It is important to mention the effectiveness of LCG's methodology, which allowed them to analyze and comprehend our business quickly, and to develop successful solutions, implemented side by side with our employees which was vital to obtain the desired results.

We highly recommend London Consulting Group as a professional and committed consulting firm which contributes towards achieving tangible results in a brief period and which facilitates a work culture change in order to sustain those results.



Jorge Mederos.
President



Authorized Parts Dealer

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To whom it may concern:

Super Truck Parts was founded in 1965, and it is now a leader in truck parts and spare parts sales in Puerto Rico. We have over 50 years of experience, and this has enabled us to expand our operation throughout the island. Currently, we have over eighty thousand (80,000) square feet of merchandise spread across our eight stores, which are strategically placed in the most geographically relevant parts of Puerto Rico, and this enables us to opportunely attend to our client's needs.

Super Truck Parts would like to recommend **London Consulting Group's Human Development** department for their excellent work as leaders of the **Change Management and the Managerial and Commercial Development** aspects of our Process Improvement Project (Project Transcender), which was carried out between February and August 2018. The objective of this program was to improve our personnel's management and commercial skills in order to develop a work culture which was more open to change and more focused on achieving results.

Some of the initiatives that most impacted our organization were:

- **Communication Program and Change Management:** With this initiative we were able to constantly maintained the company's personnel informed, and at the same time, we were able to promote values and behaviours which enabled us to develop the project successfully.
- **Management Skills Seminar:** This seminar was composed of 6 dynamic and interactive workshops which were designed in a specific manner in order to address the development needs of the participating personnel (19 participants), in terms of their implementation of the methodology during the project. Follow up sessions were also implemented which helped the personnel understand the concepts and apply them to their daily tasks.
- **Commercial Skills Seminar:** 3 workshops were provided to the organization's sales force (27 participants) as an integral part of the project. These workshops greatly contributed towards improving the personnel's involvement in the project and towards acquiring techniques and tools which improved the effectiveness of their commercial tasks.

The implementation of the program enabled the participants to adopt new concepts and tools which facilitated the department's operations. The program also helped the participants develop and strengthen their leadership skills which improved their interpersonal work-relationships.

Due to what has been mentioned, I would like to highly recommend **London Consulting Group's Human Development** department for their professionalism, commitment, and effectiveness in undertaking a program of this nature.



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Jorge Mederos
Presidente, Super Truck Parts