

MANAGING AND GROWING A SUCCESSFUL USED VEHICLE OPERATION

PROGRAM CODE:	✚ UCDA-1
PROGRAM DURATION:	✚ 1 day: 8:30 a.m. - 4:30 p.m.
WHO SHOULD ATTEND:	✚ Dealer Principals, General Managers and Sales Managers
PROGRAM OBJECTIVE:	✚ Provide participant with the successful processes and “best business practices” to operate a profitable (and growing) used vehicle operation

PROGRAM CONTENT:

- ✚ How to effectively purchase vehicles for inventory via auctions, wholesalers, lease returns, curb buys and trade-ins
- ✚ Formal appraisal processes that help identify damaged vehicles and protect dealerships from future liability
- ✚ Understanding vehicle “branding”
- ✚ How to implement and utilize lien searches, accident reports and vehicle histories as a selling tool to sell MORE vehicles TODAY
- ✚ How to differentiate your used vehicle operation from competitors in order to sell MORE vehicles
- ✚ Used vehicle reconditioning policies and procedures that increase profitability
- ✚ Merchandising the used vehicle inventory
- ✚ Pricing policies that SELL: How much gross should be reflected in used vehicle pricing? What price will the market bear? New approaches to used vehicle pricing and payments
- ✚ Inventory control: guidelines and take-away tools that help determine appropriate product mix and number of vehicles required to reach sales objectives
- ✚ Guidelines for “days supply” of inventory to meet sales objectives (How much inventory do I need?)
- ✚ Action plans to deal with aging inventory (and action plans to prevent future aging inventory)
- ✚ Successful and innovative strategies for “on-line” used vehicle advertising

TAKE-AWAY TOOLS:	✚ Comprehensive text-based manual
	✚ Used vehicle department forms and worksheets
	✚ U.C.D.A. Appraisal forms and Exit Packages
	✚ Sales Analysis Report and Detailing Report
	✚ Used Vehicle Department Checklist

PROGRAM INVESTMENT:	✚ \$385 / Participant (\$285 for U.C.D.A. Members)
INCLUDES:	✚ text-based manual and all take-away tools
	✚ Coffee, tea, refreshments
	✚ Lunch