

BEST BUSINESS PRACTICES FOR MANAGING A SUCCESSFUL USED VEHICLE DEPARTMENT

PROGRAM CODE: 🚦 UC-1
PROGRAM DURATION: 🚦 1 day: 8:30 a.m. - 4:30 p.m.
WHO SHOULD ATTEND: 🚦 Used Car Managers, General Sales Managers, General Managers, Dealer Principals
PROGRAM OBJECTIVE: 🚦 Provide participant with the successful processes and procedures to operate a profitable used car department

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
🚦 Sales Analysis Report and Detailing Report
🚦 Used Vehicle Department Checklist

PROGRAM INVESTMENT: 🚦 \$385 / Participant
INCLUDES: 🚦 All take-away tools
🚦 Coffee, tea, refreshments
🚦 Lunch