

USED VEHICLE MANAGEMENT SCHOOL: BUSINESS PRACTICES FOR MANAGING A SUCCESSFUL USED VEHICLE DEPARTMENT

PROGRAM CODE:	✚ UC-3
PROGRAM DURATION:	✚ 3 days: 8:30 a.m. - 4:30 p.m. daily
WHO SHOULD ATTEND:	✚ Used Vehicle Managers, General Sales Managers, General Managers, Dealer Principals
PROGRAM OBJECTIVE:	✚ Provide participant with the successful processes, procedures and Best Business Practices 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
- ✚ Used vehicle reconditioning policies and procedures that increase profitability
- ✚ Creatively displaying and merchandising the used vehicle inventory
- ✚ How to differentiate your used vehicle operation from competitors in order to sell MORE vehicles
- ✚ Inventory control: guidelines and take-away tools that help determine appropriate product mix and number of vehicles required to reach sales objectives
- ✚ 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 payments and pricing - Pricing used vehicles ‘on-line”
- ✚ Successful and innovative strategies for used vehicle advertising via the internet
- ✚ Recruiting and developing a used vehicle sales staff: determining the number of sales people required to achieve sales targets
- ✚ Modern used vehicle selling strategies and techniques
- ✚ An introduction to modern PROPOSAL SELLING
- ✚ Working deals for improved vehicle gross profit and increased volume
- ✚ Handling customer objections and effective used vehicle closes

TAKE-AWAY TOOLS:	✚ Comprehensive text-based manual
	✚ Used vehicle department forms and worksheets
	✚ Sales Analysis Report and Detailing Report
	✚ Used Vehicle Department Checklist

INVESTMENT:	✚ \$800 / Participant
INCLUDES:	✚ All take-away tools
	✚ Coffee, tea, refreshments
	✚ Lunches
	✚ Framed certificate of completion