

Igniting the Used Vehicle Department's Performance and Profitability



Who Should Attend:

Used Vehicle Managers, Sales Managers, General Sales Managers, Dealer Principals

Workshop Duration:

1 Day

Program Fee:

\$385 + HST

Registration:

1.888.993.6468 or
info@wyemanagement.com

A successful Used Vehicle Department can become the dealership's best *internal customer* and *drives* the profitability of the both the Service and Parts Departments. It also contributes to the success of the New Vehicle Department by having the confidence and ability to "win" trade-ins in highly competitive markets. This workshop is designed to:

- 1 ✦ Provide participants with benchmarks and PROTiPS for operating a thriving and profitable Used Vehicle Department/Dealership
- 2 ✦ Provide participants with effective marketing strategies to increase both "walk-in" and "point and click" customers to your dealership

Workshop Content:

- ✦ The 3 different business models for selling used vehicles
- ✦ Choosing and implementing a used vehicle business model
- ✦ Where to find used vehicles for inventory
- ✦ PROTiPS for appraising and reconditioning
- ✦ Effective pricing strategies (online and on the lot)
- ✦ Merchandising (online and on the lot)
- ✦ Inventory control guidelines
- ✦ How to deal with aged inventory NOW
- ✦ Sales analysis tools
- ✦ Effective digital marketing strategies
- ✦ How to tap into the non-prime market



Wye Management has developed national used vehicle training programs for General Motors of Canada, Ford of Canada, Mazda Canada, Volkswagen Canada and BMW Group Canada and is the training partner of the Used Car Dealers Association.

Program Includes:

A comprehensive text-based playbook
Used Vehicle Department Success Log
Handouts
Animated videos - Featuring Carl

