

# Implementing a Manufacturer's Certified Pre-Owned Program (CPO)



## Who Should Attend:

This workshop is presented in-dealership for Salespeople, Used and New Vehicle Sales Managers and General Sales Managers

## Workshop Duration:

1 Day

## Program Fee:

\$2,250 + HST

## Registration:

1.888.993.6468 or  
info@wyemanagement.com

Manufacturer's Certified Pre-Owned is the fastest growing segment of the used vehicle market and now represents 27% of total used vehicle sales - *and growing*. This workshop is designed to:

- 1 ✦ Assist dealerships with the implementation (all facets) of their manufacturer's Certified Pre-Owned Program
- 2 ✦ Provide concepts and strategies for Certified Pre-Owned digital marketing
- 3 ✦ Provide salespeople with the knowledge and tools to present the Certified Pre-Owned program to customers

## Workshop Content:

### UNDERSTANDING and IMPLEMENTING CERTIFIED PRE-OWNED

- ✦ Understanding the philosophy and goals of a manufacturer's Certified Pre-Owned Program
- ✦ Myths and misconceptions of Certified Pre-Owned; "It costs too much to recondition the vehicles", "The Service Department is overcharging me for recon!", "I will be priced out of the market", "My customers won't pay the extra money", etc.
- ✦ How to get started
- ✦ The Sales Department and Service Department *work flow* of Certified Pre-Owned vehicle selection, check and report, reconditioning and merchandising
- ✦ Choosing vehicles for Certified Pre-Owned (which vehicles, % of used vehicle inventory, etc.)
- ✦ Where to find Certified Pre-Owned inventory
- ✦ Reconditioning guidelines (and tracking) for Certified Pre-Owned vehicles
- ✦ Proper merchandising/lot display of Certified Pre-Owned vehicles
- ✦ PROTiPS for pricing, photographing and describing Certified Pre-Owned vehicles online (dealership's website, Autotrader, Kijiji, etc.)
- ✦ Inventory control guidelines

### PRESENTING CERTIFIED PRE-OWNED TO A CUSTOMER

- ✦ When to introduce the manufacturer's Certified Pre-Owned Program to a customer
- ✦ Easy-to-implement, easy to understand Certified Pre-Owned customer presentations
- ✦ Visual aids to present Certified Pre-Owned
- ✦ Utilizing the Certified Pre-Owned program as a competitive edge against other dealerships

Wye Management has developed and facilitated Certified Pre-Owned training programs for General Motors of Canada, Ford of Canada, Mazda Canada, Volkswagen Canada and BMW Group Canada.