



ISI / PAL Automotivaters Inc.
A division of Fusion Performance Group Inc.
PMB#132 230-1210 Summit Dr.
Kamloops, BC, V2C 6M1
Tel: 250-920-7775 Fax: 250-920-7773 Toll: 1-800-828-8681
www.automotivaters.com

Course Title: Used Vehicle Management

Automotivaters Training Delivery Methods: Trainer Lead: In-Person or Online Live via Zoom.

Duration: 6 hours in-person or 2 x 3-hour sessions via Zoom.

Attendees: New and Used Car Managers

Professional Management Course: Used Car Management

Learning Objectives:

Inventory Effectiveness:

- Turns
- Aging
- Days Supply
- Reconditioning Time
- Selections

Capital Effectiveness:

Making the Tough Decisions:

Effective Used Inventory Management:

- Database
- Auction/Online Auction
- Dealer Pipeline
- Reconditioning Time
- Wholesalers

Knowing The Roadblocks

Inter-Departmental Coordination:

Sources of Used Inventory:



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Appraisal Process:

1. The Current Market Value
2. Less Reconditioning and Adjustments
3. Adjusted Market Value
4. Balance to Own
5. Two or Three Payment Options

Market Comparisons:

1. Retail listings
2. Auction sale listings
3. Wholesale books
4. Online tools and software

Justify Current Market Value:

Cost Of Ownership Justification-“Sweet Spot” Marketing:

The Retail Mindset:

Used Vehicle Customer:

Pricing and Mix Strategies:

Used Standards to Maximize Profit:

Reconditioning Procedure:

Tracking:

- Walk-Out Report
- Sold Lists
- Won / Lost
- Days in Reconditioning