

**Course Name:** An Inside Guide to Used Vehicle Sales

**Course Purpose:** Introduce the people, processes and strategies that are part of used vehicle sales

**Target Audience:** Employees new to the automotive retail industry

**Key Strategy:** Provide information, real-world scenarios, and relevant interactions to bring the content to life

## AN INSIDE GUIDE The Automotive Industry

# Used Vehicle Sales

- Meet the Team
- Vehicle Acquisition
- Inventory Management

BEGIN MODULE >




### Used Vehicle Sales

## In this module ...

To better understand the automotive retail industry, you will work through three basic topics. [Click on each box to learn more.](#)


<b>01</b> Meet the Team	<b>02</b> Vehicle Acquisition	<b>03</b> Inventory Management
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### Vehicle Acquisition

## Trade-in Appraisal

**Instructions:** Conduct your own walk-around to discover what the sales manager looks for when conducting an appraisal.



<b>Exterior</b>
Dents
Dings
VIN #
Tires
Cargo Space
<b>Interior</b>
Mileage
Seats

Click on different areas of the vehicle to locate each of the appraisal items listed below.

## Used Vehicle Sales Manager

*Scroll to read more*


**The Sales Manager might say:**

- ✓ "Speed is the name of the game!"
- ✓ "I'm paying you [Service Manager] full retail for reconditioning - don't put my vehicles behind the others."
- ✓ "Inventory management software has been a complete game-changer for me."

### SUMMARY


**Job Description:**

- \* Hire, train, coach and oversee the used vehicle sales consultants
- \* Structure and approve used vehicle deals
- \* Complete trade appraisals
- \* Purchase vehicles for inventory from trade-ins, auction and off-lease returns
- \* Work closely with Service Manager for reconditioning of trade-ins



Inventory Management  
**Reconditioning Relationships**

SERVICE MANAGER

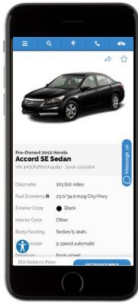



Service Manager

"I have to take care of my customers first!"

"I have a limited number of technicians"

"Not all my technicians want to do recon work"





Sales Manager

"I need my cars reconditioned fast!"

"I'm paying you good money for this work."

"I can't sell the vehicle until it's released by the service department."

SALES MANAGER

Inventory Management  
**Inventory Turn Metrics**

**Inventory Turn Policy:** Maximum number of days a vehicle can sit on the lot.

30

DAY

Turn Policy

45

DAY

Turn Policy

A best practice is to sell 55% of inventory in less than 30 days, sell 100% by 60 days.

Meet the Team  
**Perspectives**

Click on each picture to read their stories



Sales Manager




Service Manager

**QUESTION:**


- What are the challenges related to reconditioning for you?

Vehicle Acquisition  
**Types of Auctions**


Going once, going twice ...



Live Auction



Online Auction



Mobile Auction

Click on each image to learn more about the different types of auctions.