

INVENTORY ACQUISITIONS VIDEO SERIES

Chapters

Chapter 1: Understanding the Inventory Problem

- Session 1: Introduction
- Session 2: The micro-chip shortage: truth or myth?
- Session 3: Will this shortage be the new normal
- Session 4: How do we control our salespeople & their negative mindset?
- Session 5: What should be your expectation during this period?

Chapter 2: Changing Our Mindset to Acquire Inventory

- Session 1: How to change our mindset
- Session 2: Realigning your manager's mindset
- Session 3: Looking at our current inventory strategy
- Session 4: Evolve or die, it's your choice!

Chapter 3: How to Find the Inventory We Need

- Session 1: Why the normal channels are now undependable
- Session 2: Where do we look for inventory
- Session 3: Won't everyone be looking there also
- Session 4: Working smarter than our competition
- Session 5: Leveraging technology to help us work smarter
- Session 6: Looking nationwide for the vehicles we need
- Session 7: Trading slow moving inventory with other dealerships

Chapter 4: Finding Inventory Thru Underutilized Methods

- Session 1: What are the underutilized methods in the auto industry
- Session 2: The number 1 underutilized method.... your service drive
- Session 3: Why most fail at using their service drive to acquire vehicles
- Session 4: Your service drive is your future preowned inventory warehouse
- Session 5: Service appointments are your own daily private auction

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Chapter 5: Acquiring Cars in Service

- Session 1: How to target the cars you desire from your service drive
- Session 2: What should be the strategy
- Session 3: The non-retail mentality
- Session 4: Promote the fact you're buying cars - EVERYWHERE
- Session 5: How to target the cars you desire

Chapter 6: The Used Car Auction

- Session 1: Why the auction is not your best option, or is it?
- Session 2: Weighing out your options
- Session 3: How to know if you're paying too much?
- Session 4: Leveraging your connections with other dealerships

Chapter 7: Finding the Vehicles Hiding in Plain Sight

- Session 1: What does hiding in plain sight mean to you as a dealership
- Session 2: Craigslist, facebook, for sale by owner
- Session 3: Local buy sell trade websites
- Session 4: The proper offer

Chapter 8: Do You Need a Used Car Buying Service

- Session 1: What will a used car buying service do for your dealership
- Session 2: Can't my used car manager just do this
- Session 3: How to buy nationwide
- Session 4: Auction monitoring
- Session 5: Let the buying service do the leg work for you
- Session 6: Is it cost effective
- Session 7: Do we have a choice at this point

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Chapter 9: Success Versus Excuses

- Session 1: Excuses will not lead to success
- Session 2: The excuses we tell ourselves as dealerships
- Session 3: Hard work will pay off
- Session 4: Most dealerships are still trying to figure out what to do
- Session 5: What happens when you do nothing
- Session 6: The industry has changed, we must adapt
- Session 7: Conclusion

Chapter 10: Outsmarting Your Competition

- Session 1: Outsmarting your competition
- Session 2: What is swapalease.com?
- Session 3: Buying out leases w. 3-year-old residual values
- Session 4: Identifying other lease swap websites
- Session 5: Presenting the offer

Chapter 11: Mastering Your KBB Buying Center

- Session 1: KBB infrastructure
- Session 2: Profit potential on KBB buys vs. trade ins
- Session 3: Creating the KBB appointment
- Session 4: Competing against CarMax

Chapter 12: The Subprime Market

- Session 1: Is it time to start a sub-prime department?
- Session 2: Subprime infrastructure
- Session 3: How to market for subprime
- Session 4: How to merchandise for subprime
- Session 5: Is subprime a viable alternative in this market?

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Chapter 13: How to Pay Staff (When They Bring in a Car the Store Buys)

Session 1: What is a performance-based pay plan?

Session 2: Who is eligible to be paid?

Session 3: The "life cycle" pay plan

Session 4: The "danger" of under paying

Chapter 14: Pros & Cons of a Vehicle Acquisition Manager

Session 1: Why can't my used car manager do this?

Session 2: Defining the job description of the vehicle acquisition manager?

Session 3: Benefits of a used car acquisition manager

Session 4: Cons of a used car acquisition manager