Variable 1

Used Cars and Marketing

Pre-Class Homework

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1) Latest Financial Statement – determine number of immediate wholesale units and dollar value

2) Determine your dealerships' hard pack, soft pack, and minimum commission for pre-owned. Clarify how your hard pack is being accounted for.

3) Pre-Owned Vehicle inventory log/schedule sorted by age
   - **Run this just prior to class (does not need to match with statement)**
   - Subtotal in the following age buckets (calculate units and dollars for each bucket) (do not include vehicles that are not for sale… e.g. parts delivery vehicles)
        > 0-30 days
        > 31-45 days
        > 46-60 days
        > 61-90 days
        > 91-120 days
        > Over 120 days

4) Used Car wholesale log/schedule for the previous 60 days
   - **Run this just prior to class (does not need to match with statement)**
     Include:
       – the name of buyer / auction
       – days in inventory
       – cost amounts
       – sale amounts

5) Familiarize yourself with your dealerships stock number coding system:
   New Car Trade – Used Car Trade – Purchase

6) Appraisal process:
   Investigate the 5 poorest investments in your pre-owned vehicle stock. Bring copies of the appraisal slip and reconditioning expenses. Note write-downs and adjustments of any kind.

7) Manheim Auction online: (if available)

   Login _____   Password _____

8) Online Classifieds: (optional)

AutoTrader   Login _____   Password _____

Cars.com   Login _____   Password _____

9) Google Analytics for your website: (optional)

Login _____   Password _____

Record numbers for the previous 30 days:
Sessions; % New Sessions; Users; Pageviews; Pages per Session; Average Session Duration; Bounce Rate; Exit Rate; Top Landing Pages; Top Exit Pages; Devices

Advanced:
Total VDP Views (New, CPO, Used); VDP per Session; Time on VDP; Photo/Video Engagement; Return VDP Views; Website Lead; Source Medium (by City & Region)

10) Download and complete ***Pre-Work Sales Log*** excel file found under 'Units' > 'Before Class' on class site. Complete the data input sections for a minimum of 60 days or 200 retail pre-owned transactions. (It is only necessary to complete the 'Input' tab and 'Sales Log' tab; the other tabs will calculate automatically.) ***Upload this to 'Dropbox' for 100-point credit in Gradebook.***

11) Laptop with:
   - WiFi Internet access capability
   - Excel

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Notes:

Class will conclude approximately 11:30AM on Friday. Please plan your travel accordingly.

Have an inventory, sales, and/or marketing manager that might benefit from this class? Certificate options are available!