

Variable 1

Used Cars and Marketing

Pre-Class Homework

Variable 1 Instructors

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WHAT YOU NEED TO BRING FOR VARIABLE OPERATIONS 1

- 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 on the financial statement.
- 3) Pre-Owned Vehicle inventory log 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) Wholesale log 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 – Auction – Lease
- 6) Appraisal process:
Investigate the 5 poorest investments in your pre-owned vehicle stock. (This is no longer just age but also high MDS, high CTM, etc.) Bring copies of the appraisal slips and reconditioning expenses. Note write-downs and adjustments of any kind.
- 7) Manheim Auction online: (if available)

Login _____ Password _____

- 8) Consent & Enrollment in the Site Interpreter digital module (email michelle.brescia@orbeeauto.com for confirmation), and/or Access to Google Analytics for your website (in addition to your website dashboard reporting) with the following metrics:

Record standard data for the previous 30 days:

Sessions; % New Sessions; Pageviews; Pages per Session; Average Session Duration; Bounce Rate; Top Bounce Pages; Top Landing Pages; Top Exit Pages; Devices; Website Lead (traffic source); Source Medium (by City & Region)

Advanced:

Total VDP Views (New, CPO, Used); VDP per Session; Time on VDP; Return VDP Views; Photo/Video Engagement

- 9) Access to your Dealership's Google My Business dashboard.
- 10) From the class site (<https://www.nada.org/academy/>) download and complete the **Pre-Work Sales Log** excel file found under 'Units' > 'Before Class'. Complete the data input sections per the instructions listed. (It is only necessary to complete the 'Input Lists' tab and 'Sales Log' tab; the other tabs will calculate automatically.) ***Upload this just prior to class to 'Dropbox' for 100-point credit in Gradebook.***
- 11) Laptop with:
- WiFi Internet access capability
 - Microsoft Excel
- 12) Enroll in the Power Information Network (PIN Dealer) with J.D. Power. Please contact Alyse Dalton, Client Experience Manager, at alyse.dalton@jdpa.com and let her know that you are an NADA Academy Student and would like to enroll as a PowerDealer. (free & optional)

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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!