

## Knowledge Builds Confidence

PremierPerformanceGroup.com

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# USED VEHICLE WORKSHOP

Group Session: \$995/person; Call for In-Dealership daily rate

**Workshop Topic:** Maximize Profitability, Increase Sales Volume & Net to Gross.

**Who should attend:** General Managers, General Sales Managers, Used Car Managers

**Time:** 2 days, 8:30 am to 4:30 pm. Breakfast & Lunch provided  
8:30 am to 1:00 pm Breakfast provided

**Agenda:**

- Financial Statement analysis and review; Measuring profitability
- Expense Management and Control
- Budgeting & Forecasting
- Developing a Pro-Forma for your Dealership
- Strategies to improve Departmental Profitability
- Dynamic Advertising, Marketing & Merchandising ideas
- Technology selling in today's market
- Sales Consultant recruitment, training & compensation
- Maximizing Certified Vehicle Sales and Sub-Prime marketing
- Stocking the right inventory
- 35 day dollar supply; 45 – 60 day aging
- Stocking levels: Set Dollar, and Unit Levels
- Identifying fast-turn, high-gross vehicles
- Building inventory by design
- Flushing over-age inventory
- Reconditioning for increased profits

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