

Inventory Acquisition

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: Where Do We Look for Inventory
- Session 2: Won't Everyone Be Looking There Also.
- Session 3: Working Smarter than Our Competition
- Session 4: Looking Nationwide for the Vehicles We Need
- Session 5: 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

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: How to Implement the Strategy
- Session 4: The Non-Retail Mentality
- Session 5: Promote the Fact You're Buying Cars - EVERYWHERE

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

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Chapter 8: Do You Need a Used Car Buying Service

- Session 1: What is a Used Car Buying Service
- Session 2: What Will a Used Car Buying Service Do for Your Dealership
- Session 3: Can't My Used Car Manager Just Do This
- Session 4: How to Buy Nationwide
- Session 5: Auction Monitoring
- Session 6: Is it Cost Effective
- Session 7: Do We Have a Choice at This Point

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: Lease Takeover Websites

- 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: 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 13: Pros & Cons of a Vehicle Acquisition Manager

- Session 1: The Pros & Cons
- Session 2: Defining the Job Description of the Vehicle Acquisition Manager
- Session 3: Benefits of a Used Car Acquisition Manager
- Session 4: Pros & Cons of a Vehicle Acquisition Department