



# Building Sustainable Competitive Value

# vAuto's Formula for Success

- A unique POV on the KPIs that matter to drive business performance paired with constant coaching on best practices
- A proven ability to provide unmatched insight on current and future market conditions

# An example campaign

# Scenario

vAuto is a SAS product that new and used automotive dealers use to increase dealership revenue and profitability

Each year, vAuto exhibits at The National Automotive Dealers Association (NADA)

This three day show is heavily attended by vAuto customers (65% of show attendees are current customers)

vAuto leverages this show to reinforce client relationships and upsell to new products that bring client's competitive advantage in their markets

The vAuto logo is displayed in white text with a blue 'v' and a registered trademark symbol. It is overlaid on a background image of a car dealership with several cars parked in a row, viewed from a low angle. The image has a blue tint.

# Challenge

Industry has experienced a seismic shift in the last four years, impacting profitability of every dealership, including current customers.

This shift, and the resulting impact on dealership performance has gone largely unnoticed.

vAuto was the first to see the shift and worked to uncover the drivers of the change.

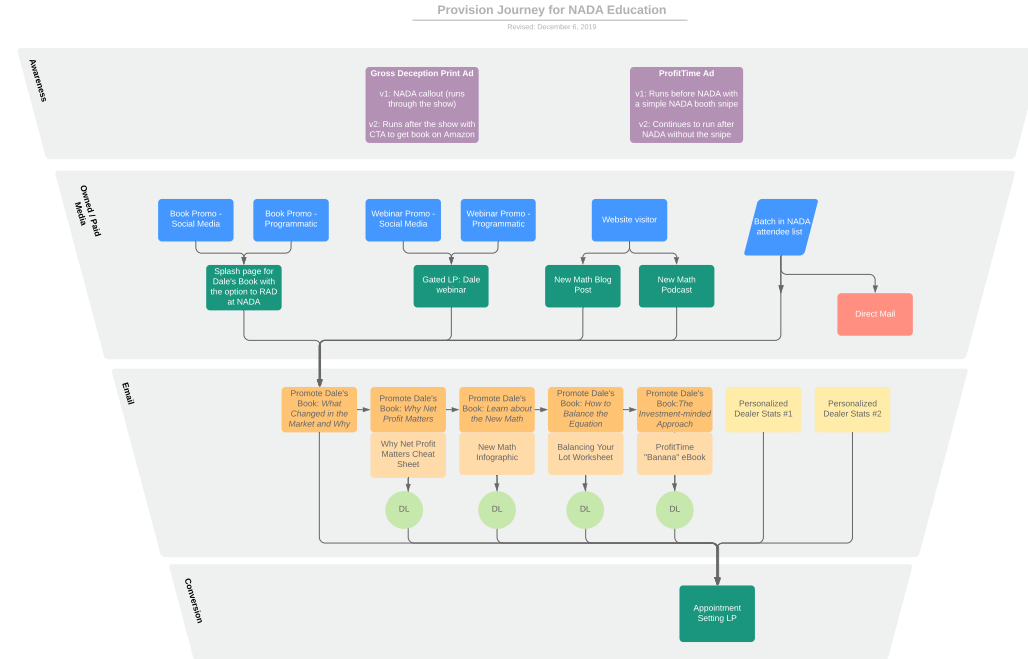
In response to their findings they developed a new approach to inventory management, including a new metric and software module to more accurately track profitability as a result of inventory management decisions.

vAuto needed to educate clients on the current market conditions and convince dealers to commit to a drastic change in their inventory management methodology in order to keep current clients successful in the new environment.



# Integrated Campaigns

- Approach: educate audience on current market conditions
- Call to action included a booth visit for a free inventory health check
- During health check, vAuto team would evaluate various dealer KPIs and provide actionable recommendations
- Industry maven Dale Pollak published a book on market conditions, which was used as an incentive to complete a health check (get free copy of the book)
- Campaign included a mix of print, targeted display, targeted social, direct email, direct mail and tele





# Creative Development

- Campaign creative leveraged the market shift to drive motivation for deeper learning
- A “commitment to change” within dealership inventory management approach created a higher order purpose
- Thought leadership used to add credibility to the claims around shifting market dynamics



**“IN THE SPRING OF 2016,  
AN EVENT HAPPENED THAT  
CHANGED THE USED CAR  
BUSINESS FOREVER.  
AND NO ONE NOTICED.”**

— Dale Pollak

Why are dealers retailing record numbers but still losing money?  
“Gross Deception” details a game-changing opportunity to master  
the new truths and get on a path to greater profitability.

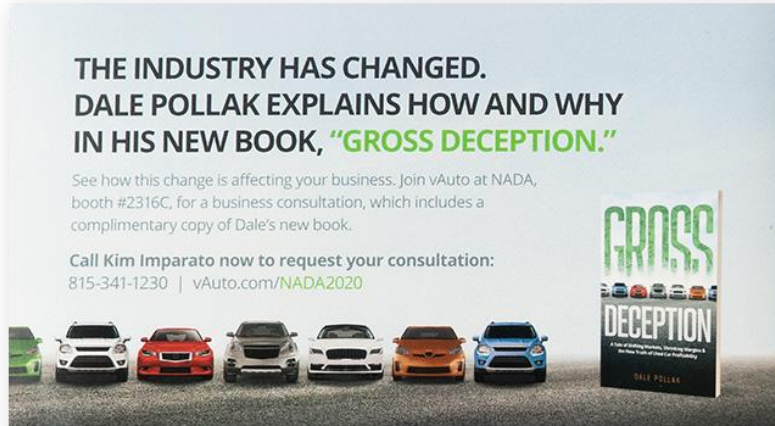
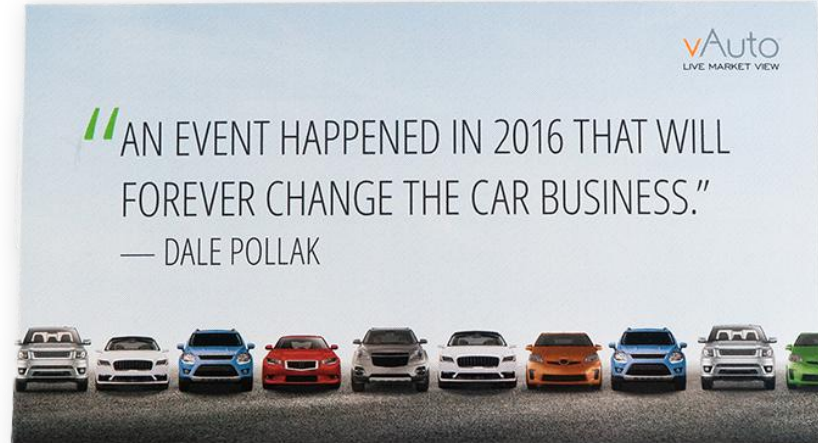


**COMPLIMENTARY COPY**

Come to the vAuto booth at NADA, meet Dale Pollak,  
get a consultation and take home your complimentary  
copy of “Gross Deception.”

Call now to reserve your slot: 888-841-3701  
[vAuto.com/NADA2020](http://vAuto.com/NADA2020)

# Video Direct Mail





# Social Content

**vAuto**  
18 hrs 

Time To Start Working Smarter...

<https://www.vauto.com/products/provision/>

**READ ALL ABOUT IT**  
**GET YOUR COMPLIMENTARY COPY**  
**AT NADA, BOOTH #2316C**



 Like  Comment  Share 

 82

VOLUMES ARE UP.  
PROFITS ARE DOWN.  
LET'S FIX THAT.

**IT'S CALLED  
PROFITTIME™**



YOU'RE SELLING  
MORE CARS.

**START  
MAKING  
MORE  
MONEY**

# Email



## They Aren't Just Used Cars — They're Investments

How the best dealers are shifting their mindsets



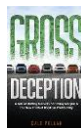
Net profitability is at an all-time low. Increasing turn doesn't increase total gross anymore. It's time for a new way to manage inventory — an investment-minded approach, introduced by vAuto, that tells you:

- What vehicles are in demand
- How much to pay for them
- How to price them for turn and gross

Our ebook walks you through it.

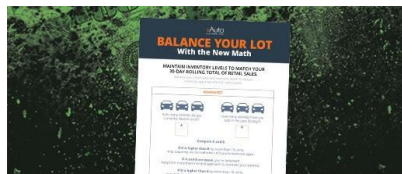
GET THE EBOOK

[Request a consultation](#) with vAuto at NADA and receive a complimentary copy of "Gross Deception," Dale Pollak's new book.



## The New Metric You Need to Drive Inventory Management

Balance used vehicle inventory with the 30-day rolling total of retail sales count.

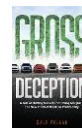


With vehicles losing profit potential even faster, dealers can no longer stock more to sell more and expect a sufficient investment return. That's why more dealers are using a new metric — a 1:1 ratio of active stock to their rolling 30-day retail sales total — to bring more profit to the bottom line.

Download the Balancing Your Lot cheat sheet, a step-by-step guide to measuring and managing this important new metric.

GET THE CHEAT SHEET

[Request a consultation](#) with vAuto at NADA and receive a complimentary copy of "Gross Deception," Dale Pollak's new book.



## The New Math of Used Vehicles

Why profits are disappearing faster than ever

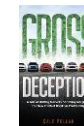


Since the spring of 2016, changing market forces have turned the used car business upside down. Even dealerships with record used vehicle sales are likely losing money. But why?


Download the New Math infographic for a step-by-step overview of what's changed and how you can work better for your dealership.

DOWNLOAD NOW

[Request a consultation](#) with vAuto at NADA and receive a complimentary copy of "Gross Deception," Dale Pollak's new book.



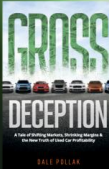

# Print



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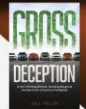

COR AUTOMOTIVE



**MARGINS ARE  
WEAKER.  
PROVISION® IS  
STRONGER.**

**Provision ProfitTime™— the new path  
to profitability in 2020 and beyond.**

It's time to think differently, to shift the focus from the number of days you  
hold a vehicle to the profit potential each vehicle holds. Discover the hidden  
truth about today's used car market and the new path to profitability in  
Dale Pollak's revolutionary new book, "Gross Deception," the basis for the  
phenomenally successful new dealership tool, Provision ProfitTime.



**Provision AND Provision<sup>ProfitTime</sup>**

888-362-5783 [vAuto.com/Provision](http://vAuto.com/Provision)

Get a consultation  
at NADA, booth  
#2316C, and take home  
a copy of "Gross Deception"

COR AUTOMOTIVE

# Content Marketing

vAuto  
LIVE MARKET VIEW

## BALANCE YOUR LOT With the New Math

### MAINTAIN INVENTORY LEVELS TO MATCH YOUR 30-DAY ROLLING TOTAL OF RETAIL SALES.

Balance your retail sales and inventory levels to reduce  
inventory age and minimize retail losses.

#### WORKSHEET



How many vehicles do you  
currently have in stock?

A



How many vehicles have you  
sold in the past 30 days?

B

Compare A and B.

If A is higher than B by more than 10 units,  
stop acquiring auction vehicles until you're balanced again.

If A and B are equal, you're balanced!  
Adopt the investment-minded approach to maintain your balance.

If B is higher than A by more than 10 units,  
you likely need more inventory so you have enough to sell.

MONITOR YOUR PERFORMANCE AGAINST  
THE 30-DAY ROLLING TOTAL EVERY DAY.

Learn more in Dale Pollak's newest book, "Gross Deception,"  
which explains why the investment-minded approach is the  
only path to profits in today's used car environment.

[vAuto.com/GrossDeceptionBook](http://vAuto.com/GrossDeceptionBook)



vAuto  
LIVE MARKET VIEW

WHY ARE DEALERS RETAILING RECORD NUMBERS  
OF USED VEHICLES, BUT STILL LOSING MONEY?

## THE NEW MATH

IN THE PAST 2 YEARS, THE PROFIT-MAKING RETAIL SHELF  
LIFE FOR USED VEHICLES HAS BEEN CUT IN HALF.



60 Days 30 Days

You now need to maintain inventory age  
to an average of 30 days to stay profitable.

#### WHAT YOU SEE

93% - 90% = 3%

Price to Market Cost to Market Front-end Gross Profit

#### WHAT YOU DON'T SEE

3% - \$\$ - \$\$ = NET LOSS

Front-end Gross Profit Commission Department Expenses

#### PUT THE NEW MATH TO WORK FOR YOU

##### COMMIT TO CHANGE.



Acknowledge  
that vehicles are  
losing margin  
more quickly.



Accept the crucial  
importance of the  
cost-to-market metric.



Embrace the  
New Math — selling  
after 30 days isn't  
the path to profits.



Shift to  
managing  
inventory  
investments.

##### READ THE BOOK.

The New Math is fully explained in Dale Pollak's new  
book — and new path to profit — "Gross Deception."

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vAuto  
LIVE MARKET VIEW

FOCUS ON NOTHING BUT NET PROFITABILITY.

## Nothing but Net!

Dealers are retailing record numbers of used  
vehicles, but still losing money. Why?

The market changed in 2016, meaning traditional  
management practices are now less effective.

NET PROFITABILITY HAS BEEN TRENDING DOWNWARD.

#### KEY MILESTONES FROM NADA

2011  
Profit  
averages  
as their  
highest

\$203

On average, dealerships sell 568  
used vehicles this year, with a retail  
net profit per vehicle of \$203.

\$65

Retail sales jump to an average  
of 703, but retail net profit per  
vehicle falls to \$65.

2016  
Change occurs

2018  
Downward  
trend  
continues

\$6

While retail sales remain essentially  
the same as in 2016, average retail  
net profit drops to \$6.

#### HOW DO YOU TURN THIS AROUND?



Total gross can be misleading. Focus on the net profitability  
and investment return each car can produce.  
Adopt the investment-minded approach  
and get on the path to greater profits.

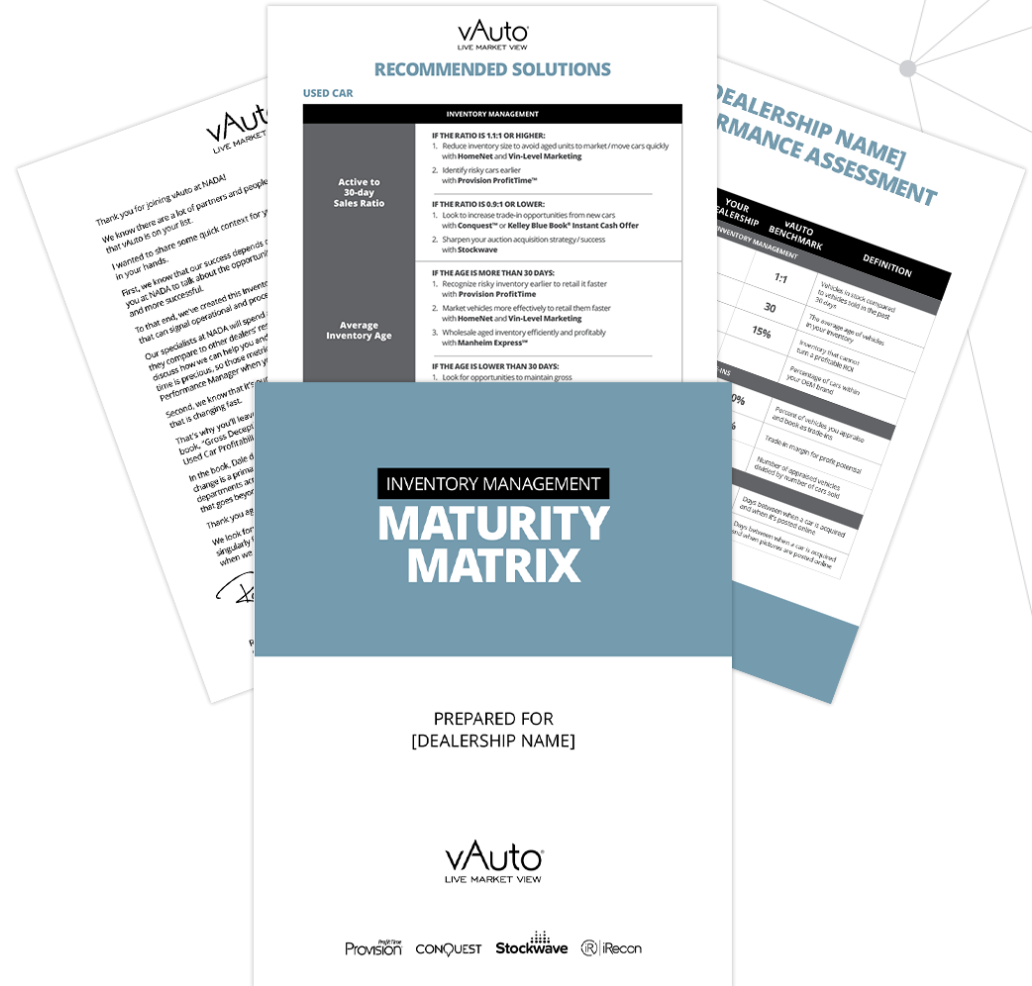
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# Sales Enablement

- Working hand in hand with the data science team, identified critical performance KPIs for both new and used inventory departments
- Developed sales talk tracks and training materials to help guide the conversation in the booth based on the individual dealer's data
- Created customized hard copies of reports for each pre-set appointment (over 900 reports)





# Results

**209** Preset  
Demos

**124** Completed  
Demos

**53** Sales  
(on show floor)

**133%**  
of revenue  
goal