

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



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.

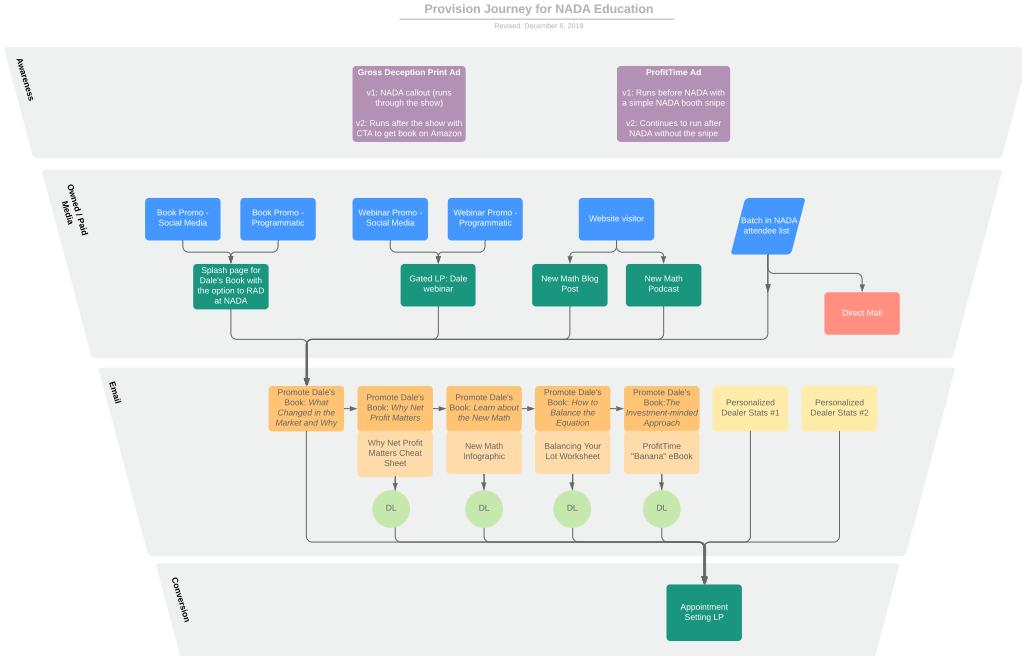
In response to their findings they developed a new approach to inventory management, including a new metric and software module to more accurately track profitability as a result of inventory management decisions.

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.



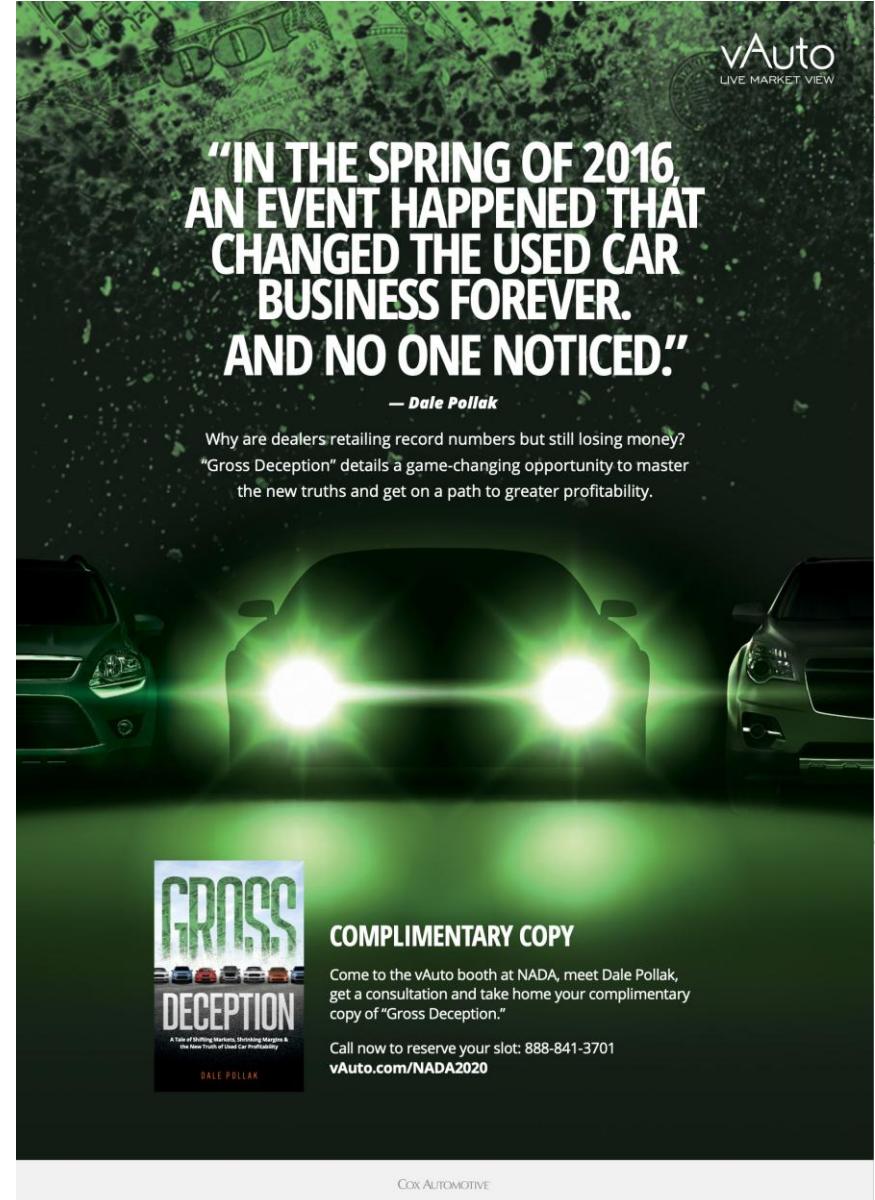
Integrated Campaigns

- 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

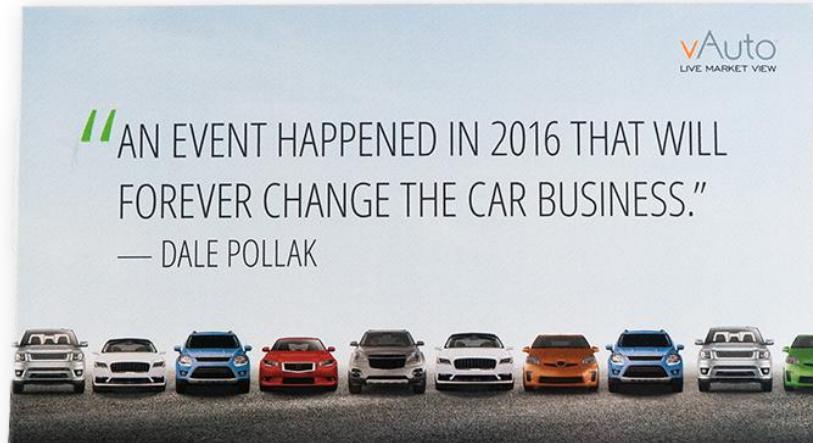


Creative Development

- 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



Video Direct Mail



**THE INDUSTRY HAS CHANGED.
DALE POLLAK EXPLAINS HOW AND WHY
IN HIS NEW BOOK, "GROSS DECEPTION."**

See how this change is affecting your business. Join vAuto at NADA, booth #2316C, for a business consultation, which includes a complimentary copy of Dale's new book.

Call Kim Imparato now to request your consultation:
815-341-1230 | vAuto.com/NADA2020

A photograph of the book cover for "GROSS DECEPTION" by Dale Pollak. The cover features the title in large green letters, a row of small car models at the bottom, and the author's name at the bottom.

vAuto's Dale Pollak on industry change and the new path to profit.

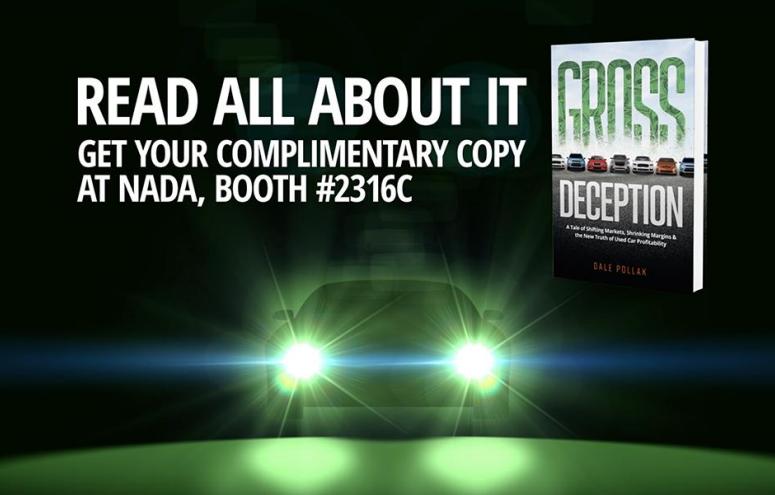
Social Content

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



GROSS DECEPTION
A Tale of Shifting Markets, Shrinking Margins & The New Truth of Used Car Profitability
DALE POLLAK

Like Comment Share

82

Write a comment..



Email

Provision
USED CAR INVENTORY MANAGEMENT

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

How the best dealers are shifting their mindsets



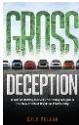
Net profitability is at an all-time low. Increasing turn doesn't increase total gross anymore. It's time for a new way to manage inventory — an investment-minded approach, introduced by vAuto, that tells you:

- 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.



Provision
USED CAR INVENTORY MANAGEMENT

The New Metric You Need to Drive Inventory Management

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

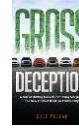


With vehicles losing profit potential even faster, dealers can no longer stock more to sell more and expect a sufficient investment return. That's why more dealers are using a new metric — a 1:1 ratio of active stock to their rolling 30-day retail sales total — to bring more profit to the bottom line.

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.



Provision
USED CAR INVENTORY MANAGEMENT

The New Math of Used Vehicles

Why profits are disappearing faster than ever

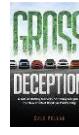


Since the spring of 2016, changing market forces have turned the used car business upside down. Even dealerships with record used vehicle sales are likely losing money. But why?

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

vAuto
LIVE MARKET VIEW

**"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.

**GROSS
DECEPTION**
A Tale of Shifting Markets, Worsening Margins &
the New Path to Profitability
DALE POLLAK

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

COX AUTOMOTIVE

vAuto
LIVE MARKET VIEW

**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.

**GROSS
DECEPTION**
A Tale of Shifting Markets, Worsening Margins &
the New Path to Profitability
DALE POLLAK

ProfitTime
Provision AND Provision

888-362-5783 vAuto.com/Provision

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

COX AUTOMOTIVE

Content Marketing

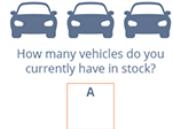
vAuto
LIVE MARKET VIEW

BALANCE YOUR LOT With the New Math

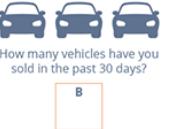
MAINTAIN INVENTORY LEVELS TO MATCH YOUR 30-DAY ROLLING TOTAL OF RETAIL SALES.

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?



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

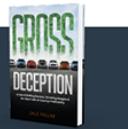
Compare A and B.

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

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.



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

WHAT YOU SEE

$$93\% \text{ Price to Market} - 90\% \text{ Cost to Market} = 3\% \text{ Front-end Gross Profit}$$

WHAT YOU DON'T SEE

$$3\% \text{ Gross Profit} - \$\$ \text{ Commission} - \$\$ \text{ Department Expense} = \text{NET LOSS}$$

PUT THE NEW MATH TO WORK FOR YOU

COMMIT TO CHANGE.

- Acknowledge that vehicles are being bought more quickly.
- Accept the crucial importance of the cost-to-market metric.
- Embrace the need to sell after 30 days 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."

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

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 at 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
\$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.

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

GROSS DECEPTION
DALE POLLAK

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)

The image displays several documents from vAuto's sales enablement toolkit:

- RECOMMENDED SOLUTIONS**: A document titled "RECOMMENDED SOLUTIONS" for "USED CAR". It includes sections for "INVENTORY MANAGEMENT" and "SALES & MARKETING". It provides recommendations for different inventory age ranges:
 - IF THE RATIO IS 1.1 OR HIGHER:** 1. Reduce inventory gain to avoid aged units to market / move cars quickly with HomNet and Vin-Level Marketing 2. Identify risky cars earlier with Provision ProfitTime™
 - IF THE RATIO IS 0.5-1.1:** 1. Look to increase trade-in opportunities from new cars with Conquest® or Kelley Blue Book® Instant Cash Offer 2. Sharpen your auction acquisition strategy / success with Stockwave
 - IF THE AGE IS MORE THAN 30 DAYS:** 1. Recognize risky inventory earlier to retail it faster with Provision ProfitTime 2. Market vehicles more effectively to retail them faster with HomNet and Vin-Level Marketing 3. Wholesale aged inventory efficiently and profitably with Manheim Express™
 - IF THE AGE IS LOWER THAN 30 DAYS:** 1. Look for opportunities to maintain gross
- MATURITY MATRIX**: A report titled "MATURITY MATRIX" under "INVENTORY MANAGEMENT". It defines terms like "1:1", "30", "75%", and "0%".
- PERFORMANCE ASSESSMENT**: A document titled "DEALERSHIP NAME] PERFORMANCE ASSESSMENT" showing various metrics across categories like "YOUR SALES & MARKETING", "VALUO BENCHMARK", and "INVENTORY MANAGEMENT".

At the bottom, there is a footer with logos for Provision, CONQUEST, Stockwave, and Recon.

Results

209 Preset Demos

124 Completed Demos

53 Sales
(on show floor)

133%
of revenue goal