

# TURN YOUR RECONDITIONING VENDORS INTO BUSINESS PARTNERS



Vendors exist to help you run your business successfully. There are all different kinds, performing several jobs to make your dealership profitable. This is especially true when it comes to the reconditioning process. In a recent survey, 50% of dealers say it takes them 8 or more days to get a used vehicle front-line ready.

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With so many departments and areas of expertise blending together to support an effective reconditioning plan, having a solid team of partners is crucial. Being able to rely on all departments and key players to work together to properly stock your lot can make all the difference in turning a profit. Reconditioning vendors are more than just “vendors;”, they are business partners that play a key role in your used car operation.

Below are things to consider when developing relationships with vendors that will help you eliminate inefficiencies in your reconditioning process:

## UNDERSTAND THEIR BUSINESS

Having clear knowledge of the tasks your reconditioning partners are performing is critical for effective communication and accountability. You do not need to be able to do the job they do, but you need to understand what it takes for them to perform the job you want done. This will not only improve your communication but also the quality of the work they provide, putting you in a good position to identify and resolve issues before they become a problem.

## COMMUNICATION IS KEY

If it hasn't been made clear, communication is essential in turning a vendor into a business partner. As you begin to understand their business, find out the chain of command and have a plan in place for when an issue arises.

When a problem occurs, give them the opportunity to correct it. This is a great way to build trust and a partnership. Understand that problems do occur, and you can learn a lot from how they react and make corrections. Sticking with a vendor through a rough patch could lead to their increased efficiency and strengthen the overall relationship.

## BUILD A BETTER RELATIONSHIP

The service your vendor supplies will only be as good as the expectation you set and inspect. Work closely with them to align both of your efforts to become more efficient. They are in business too, and their success depends on you.

## HOLD THEM ACCOUNTABLE

Accountability makes or breaks a partnership. Set clear expectations and make sure they understand the job to be done. Help them by providing the tools needed for them to be successful or work with them to remove obstacles. Use random audits to your advantage and ensure your partner is keeping up their end of the deal.

By allowing them to own their part of the process under your guidelines with clear lines of communication, you begin to build trust and forge a strong partnership that increases efficiency and profit for everyone involved in your reconditioning process.