

KEYS TO WINNING MORE DEALER TRADES

With rising floorplan interest expenses and softer retail sales, new car dealers can't afford to take in vehicles that don't move.

By taking a thoughtful approach to dealer trades, you can ensure you're not stuck with a slow mover, end up with duplicate inventory or give away a hot car.

Start thinking of dealer trades as a part of your stocking strategy. Every dealer trade is an opportunity for you to optimize your inventory, proactively creating a mix that appeals to your market.



BETTER STOCKING THROUGH DEALER TRADES

**1.
DETERMINE HOW
OFTEN YOUR DEALER
TRADES OCCUR.**

Dealer trades can sometimes account for the majority of a store's monthly sales. Consider how many times you requested a trade because you didn't have a vehicle in stock.

**2.
TRACK YOUR DEALER
TRADE REQUESTS.**

Think about why you request a trade. This process could help you break the cycle of not ordering vehicles your customers want or taking in cars that don't sell.

**3.
TIE YOUR INVENTORY
OBJECTIVES TO DEALER
TRADE DECISIONS.**

Look into your inventory to find holes that need to be filled, then request desirable vehicles – down to the model, color and trim level – from another dealer.

Learn more about optimizing your inventory with thoughtful dealer trades.
Visit vAuto.com/Trades or call 888-536-4086.

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