

The Price is Right

Strategies, Tools to Align Your Pricing
with the Market



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Today's Moderator

Jack Simmons

- Training manager, Cars.com
- 25 years automotive industry experience
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Today's Panelist

Jim Flint

- Corporate director of interactive sales and marketing
- John Eagle Family of Dealerships
- Dallas



Today's Panelist

Kevin Frye

- Ecommerce director
- Jeff Wyler Automotive Family
- Batavia, Ohio



Today's Panelist

Dale Pollak

- President, founder
- vAuto
- Oak Park, Ill.
- vauto.com



Today's Panelist

Pat Ryan Jr.

- President
- FirstLook
- Chicago
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Today's Panelist

Mike Waterman

- Director of Sales
- DealerTrack AAX
- Berwick, Maine
- dealertrack.com





Today's Objectives

In today's workshop, we'll discuss how to:

- Use market-based tools to set competitive prices for their listings.
- Identify the in-demand cars that command a higher price and turn quickly.
- Merchandise vehicles to demonstrate their value and hold gross.
- Discuss price with customers and manage objections.

Price Matters



- **Price competitively**
 - 86 percent of walk-in visitors compared pricing before going to the store¹
 - 81 percent of shoppers say the internet influenced their decision on what to pay²
- **No price? Listing may be ignored**
- **Monitor listings to ensure online price is accurate**

The screenshot shows a list of car listings for a 2009 Chevrolet Malibu LTZ. The listings include details such as mileage, price, and dealer information. A price distribution overlay is present, showing the number of listings in various price ranges.

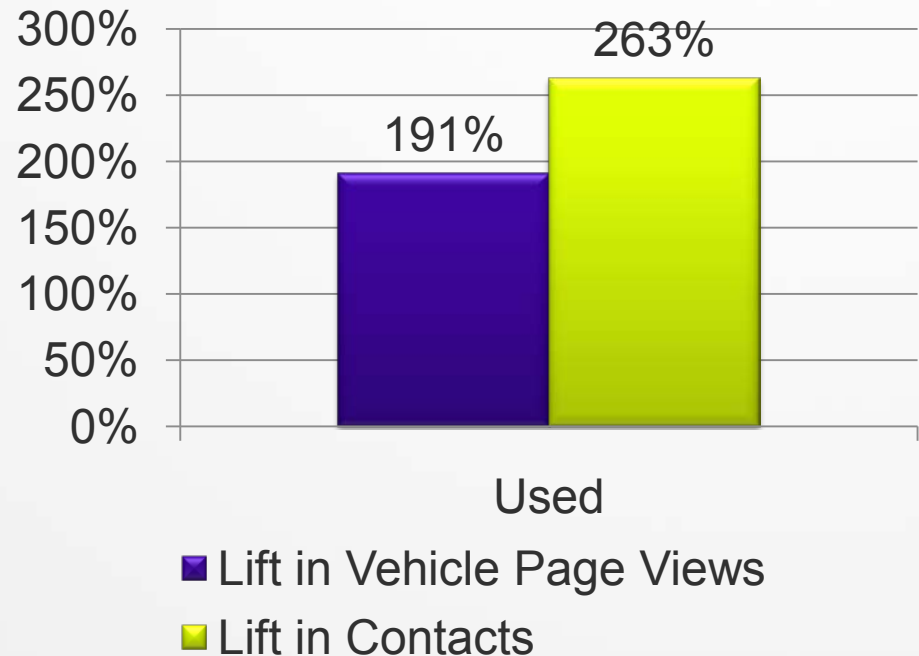
Price Range	Count
Up to \$5,000	22
\$5,001-\$10,000	44
\$10,001-\$15,000	21
\$15,001-\$20,000	40
\$20,001-\$25,000	14
\$25,001-\$30,000	2
Not Priced	6

»Select More Than One...

Price Matters Most

- Price is the most influential factor
- Competitive pricing lifts vehicle details page views and contacts
- No other merchandising can overcome a price that's too high

Impact of Competitive Price on Used-Vehicle Page Views and Contacts





Where do you get your pricing data?





How do you recommend dealers determine their mix and balance?





How do you determine your mix and balance?





What is your recommendation for days supply, days in inventory?





How does your tool help dealers know where to acquire inventory?





Where are you sourcing your cars?





How do your tools assist dealers with merchandising their inventory?





What merchandising tools are you using for your listings?





How do your tools guide dealers toward pricing their vehicles?





What is your pricing philosophy?
How do you defend your price?



Questions & Answers

Thank You & Good Luck



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