PANDEMIC OF POSITIVITY
DAVID J LONG
CONSULTING
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ALL THINGS USED CARS

WHY LEADING DEALER GROUPS CHOOSE DAVID J. LONG CONSULTING

The "Buy Center" technologies have been perfected over the past 12 years and continue to evolve as this space becomes more competitive.

Each section of the process, every word track and technique has been developed to be associate and customer friendly while producing industry leading results.

In the developmental stage of the process every section, email, script and word track was extensively A/B tested by two MBA students from MIT.

Dealer groups that have embraced all aspects of the process have experienced results well beyond their expectations.

Some dealer groups are buying thousands of vehicles a year and have generated in excess of $10,000,000 in additional company gross.

These private party purchase vehicles are units that could not be purchased at auction and in most cases are from customers they would have never met.

The impact of installing a high performing Buy Center goes well beyond the sales department.

SERVICES PROVIDED

- All training material
- Process manual
- Phone scripts
- Word tracks
- Inbound and outbound phone process training
- Personalized feedback and performance coaching
- Tracking tools
- Purchase and performance logs
- ROT strategy implementation
- vAuto or Vincue integration and training for buy center personnel
- 1-hour weekly strategy and coaching sessions

SAMPLE

BUY CENTER FINANCIAL STATEMENT

BUY CENTER EXPENSES		MAY
AUTOTRADER/KBB		$4,605.00
WELLS FARGO STATEMENT (RENT)		$2,000.00
DEP WINDOW SHADES		$39.44
DEP BUY CENTER SIGNS		$184.53
UTILITIES		$767.45
ELITE MAINT		$552.00
LYFT		$840.14
DRINKS AND ICE KBB EVENT		$48.62
FEDERATED INS		$433.41
WORKERS COMP		$153.66
SODA/WATERS		$142.29
MANAGER PAY		$4,500.00
BONUS		$1,000.00
BUY CENTER EMPLOYEE EXPENSES		$33,635.40
AIRCOM (QUARTERLY)		
VAN (ACQUISITION TOOL)		$3,790.18
BUY CENTER EMPLOYEE BUSINESS CARDS		
MONTHLY ESTIMATED EXPENSES		-$52,692.12
600 PACK - UNITS ACQUIRED	81	$48,600.00
WHOLESALE PROFIT	17	$16,715.00
BUY CENTER NET (plus sales/service gross)		**$12,622.88**

ACTUAL BUY CENTER RESULTS

169 BOUGHT	212 BOUGHT	241 BOUGHT	164 BOUGHT	193 BOUGHT	184 BOUGHT	232 BOUGHT	279 BOUGHT
169 SOLD	212 SOLD	241 SOLD	162 SOLD	192 SOLD	174 SOLD	189 SOLD	52 SOLD
0 LEFT	0 LEFT	0 LEFT	2 LEFT	1 LEFT	10 LEFT	43 LEFT	227 LEFT
$246,124.50	$350,164.72	$358,230.12	$294,888.24	$280,865.88	$195,906.24	$301,171.69	$87,163.50
CTM	CTM	CTM	CTM	CTM	CTM	CTM	CTM
84	84	85	85	84	81	84	84
NCTM	NCTM	NCTM	NCTM	NCTM	NCTM	NCTM	NCTM
72	73	74	74	72	70	72	72
MDS	MDS	MDS	MDS	MDS	MDS	MDS	MDS
77	64	68	46	50	59	51	47
ACV	ACV	ACV	ACV	ACV	ACV	ACV	ACV
$14,108.84	$15,420.95	$14,752.59	$16,867.64	$15,309.97	$15,343.24	$15,831.58	$14,823.10

YTD = $2,144,514.89

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