

This course offers a comprehensive overview and actionable insights for anyone looking to level up their automotive sales and management skills, combining technical knowledge with leadership development for success in a fast-paced industry.

Course Investment: \$4998

3 days of intensive training and hands-on coaching.

Day 1: Foundations of Vehicle Knowledge & Smart Decision-Making

- 1. Basic Mechanical and Electrical Knowledge**
 - Overview of key vehicle systems (engine, transmission, electrical components).
 - Understanding how to troubleshoot basic issues and identify common mechanical and electrical problems.
 - 2. Body Shop Expertise**
 - In-depth look at every panel, pillar, and part of a vehicle.
 - Identifying damage and understanding repair processes to assess car conditions.
 - 3. Best-Selling Cars and Mindset Strategies**
 - Identifying top-selling vehicles and understanding consumer preferences.
 - Developing a winning sales mindset and approach for success.
 - 4. Smart Bidding and Purchasing**
 - Techniques for evaluating cars and bidding strategies at auctions and dealerships.
 - How to negotiate and secure favorable deals.
 - 5. Market Knowledge**
 - Understanding the used car market dynamics: trends, supply-demand shifts, and competitive landscape.
 - Identifying profitable niches and market opportunities.
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Day 2: Advanced Tools & Techniques for Valuation, Sales, and Leadership

- 6. Carfax Reports**
 - How to read and interpret Carfax reports.
 - Identifying red flags and leveraging vehicle history for informed purchasing decisions.
- 7. KBB (Kelley Blue Book) Insights**
 - Understanding the latest valuation trends and how KBB fluctuates.
 - How to use KBB to ensure competitive pricing and profitable sales.
- 8. Appraisal Techniques**
 - Mastering the art of vehicle valuation and ensuring accurate appraisals.
 - Recognizing how condition, mileage, and history impact a car's value.
- 9. Quick Transmission and Engine Checks**
 - Performing quick, efficient assessments of critical mechanical components.

- Identifying potential issues that could affect vehicle value and usability.
 - 10. High-End Vehicle Purchasing**
 - Understanding premium car features and value assessments for luxury and high-end vehicles.
 - How to evaluate these vehicles for long-term profitability.
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Day 3: Mastering Sales, Leadership, and Operational Excellence

- 11. Client Engagement**
 - Building long-lasting relationships with clients and maintaining trust.
 - Effective communication and follow-up strategies for repeat business.
- 12. Profitable Auctions**
 - Identifying top auction houses and understanding which offer the best deals.
 - How to capitalize on auction trends and bid effectively for optimal profits.
- 13. Pricing Strategies**
 - Setting competitive and profitable prices for your inventory.
 - Understanding market positioning and how to adjust prices for maximum sales.
- 14. Full Control of VAuto**
 - Harnessing the full power of VAuto for real-time inventory management.
 - Using data from VAuto to track performance, adjust pricing, and optimize sales.
- 15. Training and Speed Meetings for Sales Teams**
 - Conducting efficient and motivational meetings for your team.
 - Setting clear expectations and creating alignment to boost sales performance.
- 16. Understanding Your Role and Value**
 - Recognizing your responsibilities and the impact you have as a leader.
 - Cultivating leadership traits that inspire trust and respect.
- 17. Reconditioning Strategies**
 - Optimizing vehicle reconditioning processes for better value.
 - How to streamline repairs and enhance vehicle presentation for higher resale prices.
- 18. Vendor Selection**
 - Finding, evaluating, and establishing relationships with trusted repair vendors.
 - Negotiating terms and ensuring high-quality service.
- 19. Leadership Development**
 - Becoming a respected and inspirational leader.
 - Strategies for developing a high-performing team & fostering positive company culture.
- 20. Professional Behavior and Client Relations**
 - Mastering professional conduct and communication with clients.
 - Strategies for building long-term relationships and increasing client loyalty.
- 21. Organized Agendas**
 - Creating structured daily, weekly, and monthly schedules for maximum efficiency.
 - Time management techniques to ensure productivity and focus.