Used Vehicle Department - Know and document that retail HOT-SPOT

Knowing and documenting the retail HOT-SPOTS on your used vehicle lot is critical to effective merchandising and it is easy.

I love to cook and have, over the years come to enjoy shopping for groceries. Spending a half hour or so in the grocery store was not always my cup of tea but as the nutritional aspects of my daily food intake became more and more important it has become less a "chore" and more a "hunt" for the right balance of taste and proper nutrition. "Hunting" in the grocery aisles may not be something you do for fun but it is a rare person who has not at least stopped by the supermarket to pick up that gallon of OJ or loaf of bread on the way home at the end of the workday. For the most part we don't give much thought to the location of that gallon of milk or loaf of bread that you just picked up but, you should.

The thing is when it comes to merchandising retail products, placement is key and the supermarket is the supreme illustration of its effectiveness. Supermarkets put the products they want to sell (high gross, quick turn) in the location that presents the items most effectively, eye level, end of the isle, etc.

What I like to call the HOT-SPOT.

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First have your used vehicle manager diagram the lot and number each space. As you sell the vehicles have the manager simply mark on the sales invoice the location the vehicle was parked in at the time. The biller then inputs the location into your DMS database and within no time you will document your used vehicle department's sales launching pad. Want to really test the system? Try parking an overage vehicle in this new found HOT-SPOT. You may be amazed.

For Automotive Computer Services Users

Define the "HOT-SPOT" identifier per in-stock vehicle in the lot location field via ACSFirst Change Vehicle Information. Upon accessing the report generator, the user is prompted to select a new or existing report as well as the report type. The deal information we are looking for would be available under the Deals tab. The user could create a report for any date range containing customer name, stock number, deal number, lot location, as well as any other available field. Once all fields have been selected, the

report can be created and displayed or printed or sent to a spreadsheet. *Submitted by Allison Burnett of Automotive Computer Services, Inc.*

For ADP Elite Users

Use any available, unused CUSTOM FLD in FI for holding the HOT-SPOT identifier. If not already available in the FI menus add the field to the screen of your choice using custom screens and windows accessible from the setups menu. Using Reflections from the FI account select Function RPX. From the RPX menu choose the FI-WIP file and input WITH SOLD GT "%" AND WITH SOLD LT "%" AND WITH S EQ "F". In section 4. Output fields input VEHICLE-STOCK-NO COMM ON SALE/DEALER MODEL SOLD DAYS CUSTOM FLD _. Please note if you don't have the DAYS dictionary item ask ADP support to add it to the FI_WIP file. *Submitted by Jim Skeans of Jim Skeans Consulting Group LLC*

For ARKONA Users

For Arkona users, you can keep track of your hotspots by putting the parking space number in the Location field on the inventory record. Then if you run the Data Extraction program for Sales with Terms, it will output your deals to a CSV file on your PC which you can open in Excel and sort on the location field. *Submitted by Jim Jensen of ARKONA*

For AutoMate Users

Auto/Mate's AMPS Vehicle Merchandising module has fields for both the lot and location. You can have up to 99 lots and unlimited locations on the lots. Within the Sales/Mate module you can create a report called "Lot Hot Spots" by clicking on the lot field, location field, delivery date field and gross and sorting the report by gross. Save the report the run it for any time frame you would like. *Submitted by Mike Esposito of Auto/Mate Dealership Systems*.

For Reynolds and Reynolds ERA Users

Use any available field in the vehicle record for holding the HOT-SPOT identifier. A field that is easy to use and usually available in the FIMAST folder is MEMO1 OR MEMO2. From the Sales Menu select Run Query from the ERALink pull down menu. Select the FIMAST file And select DEAL.DATE GREATER THAN OR EQUAL <<ENTER GT DATE>> AND DEAL.DATE LESS THAN OR EQUAL <<ENTER LT DATE>> AND STAT EQUAL F for the date range of sales and processed by accounting status type deals.   Enter Column heading: CUST.NO DEAL.NO V MEMO GROS.PTF DAYS CARLINE. *Submitted by Jim Skeans of Jim Skeans Consulting Group LLC*

Call Out: **The thing is when it comes to merchandising retail products, placement is key and the supermarket is the supreme illustration of its effectiveness.**