



**THE MOST EFFECTIVE WAYS TO
INCREASE CERTIFIED VEHICLE SALES**

PRESENTER INTRO



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AGENDA

- ✓ **NAMAD CPO Overview Video**
- ✓ **Certified Pre-Owned Program Basics – things you might not know about CPO**
- ✓ **Customer Demand**
 - CPO Industry Potential
 - CPO from Buyer's Perspective
 - CPO from Dealer's Perspective
- ✓ **Marketing is Key**
- ✓ **NAMAD CPO Program**
- ✓ **Marketing Samples**
- ✓ **Q&A**

Most of you watching will fall into 1 of 3 categories when it comes to Certified Preowned (CPO)...



**LITTLE
EXPERIENCE**



**HELD BACK
BY COSTS**



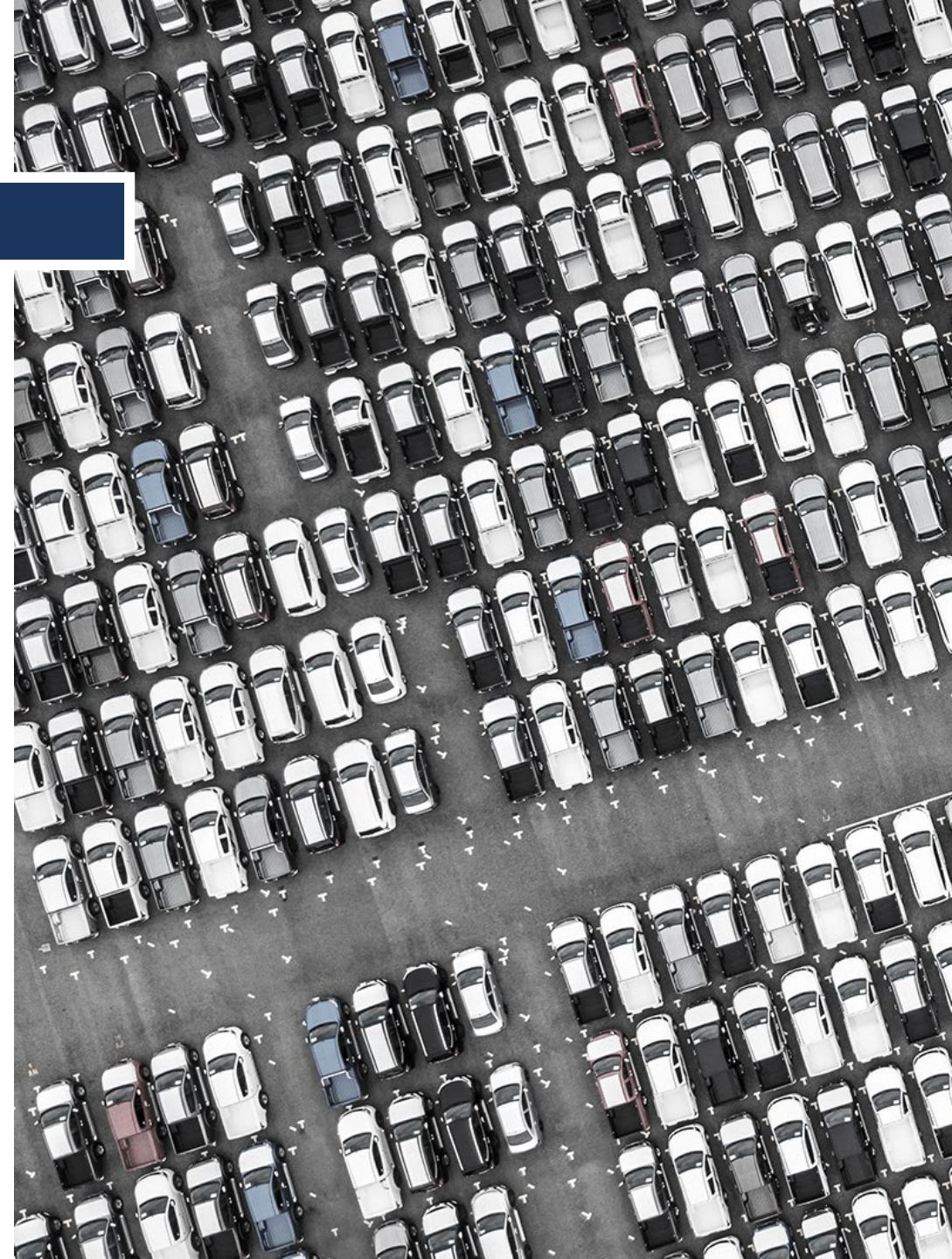
**CRITICAL PROFIT
AND VOLUME**

- Over two-thirds of your Used Car Shoppers are seeking Certified
- Take advantage of a Power-Market: Your customers already know
- Preowned outsells New nearly three to ONE

CPO PROGRAM BASICS

- Used Car Shoppers Seek out CPO Programs
- Take Advantage of Media Coverage, Customer Recognition & Readymade Marketing
- 68% of the preowned buyers intend to purchase Certified
- CPO with OEMs only covers particular eligible franchise make/model used inventory
- What about your other used vehicles worthy of a CPO program

Add Non-OEM CPO to your CPO Offering



CPO POTENTIAL

- Fastest growing segment in the pre-owned vehicle market.
- Sales have increased every year over the past 9 years
- Resonates with “Millennial” buyers – a traditionally difficult generation to reach
- Media outlets are generally supportive of CPO vehicles
- Customers are increasingly educated on CPO programs – most recognize the term “Certified Pre-Owned”
- CPO fills a gap between new and used vehicles in terms of price point and customer perception

Why a full CPO Offering works.



MARKET SUPPORT

Your Customers Already Know ...



New cars are great, but they come with high price tags. Used cars are more affordable, but they come with uncertainty about how well they've been maintained, and they usually have little if any warranty coverage. **Fortunately, there's a third choice: a certified pre-owned vehicle.**



A rigorous inspection process and reconditioning to bring vehicles up to the manufacturer's certified standards **are hallmarks of CPO.**



Buying a used car can **save you money** and get you behind the wheel of a more luxurious model ... which is **why automakers created the "certified pre-owned"** ...



... while **non-CPO vehicles** are typically less expensive, they **are not equal to CPO vehicles.**



CPO cars **remove the uncertainty about the mechanical condition** of the vehicle and present an attractive alternative to a higher-priced new car. ... **CPO cars take the guesswork out of used-car shopping:** The vehicles are inspected, reconditioned and guaranteed to be in working order.

CPO BUYERS

- Buy more vehicle for less cost without sacrifice
- Most CPO vehicles are later model year and lower mileage.
- CPO vehicles are now similarly equipped to new vehicles in terms of technology
- Offers the ability to 'buy up' without paying new vehicle prices
- Offers warranty that reassures buyers they made a 'smart' choice
- Provides reassurance that vehicle is reliable and meets quality standards with inclusion of CPO Inspection Checklist and Vehicle History Report

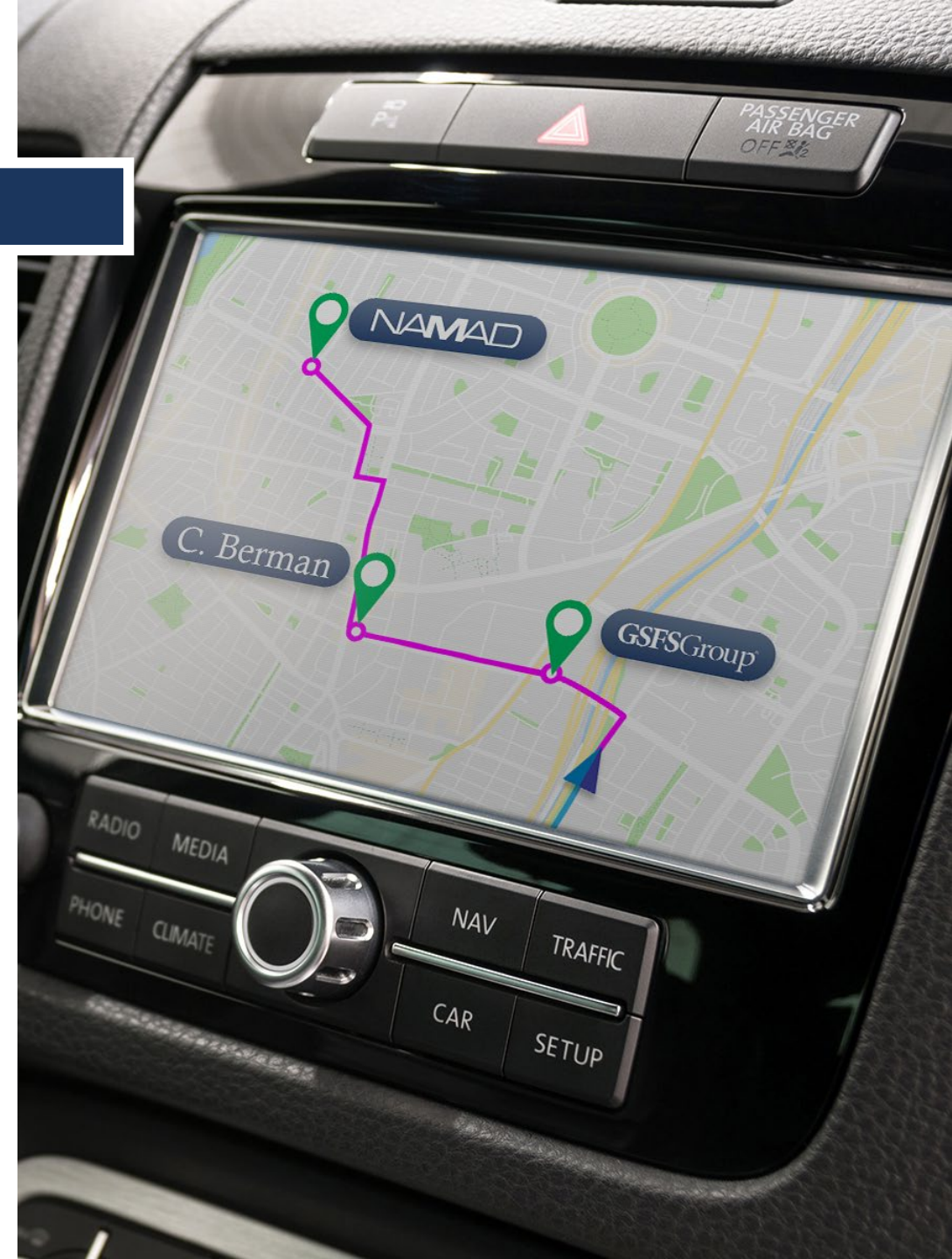
Why the buyers will pay premium for CPO.



CPO DEALERS

- Customers are willing to pay more for a CPO vehicle
- Certified vehicles tend to turn faster than other used vehicles
- Provides opportunities for additional profit per sale
- Ancillary F&I product sales opportunities
- Increased F&I lines per vehicle sale
- Increased back end gross profit on upsells
- Increased Service & Parts Department profit off reconditioning
- Many 3rd party providers offer programs for CPO vehicles such as Sirius XM, Onstar, etc.
- Current Market – Offers a new selling option due to likely production shortages

Money, Profit, Volume, Loyalty, Efficiency



MARKETING IS A CRITICAL COMPONENT

- Your CPO program creates a point of differentiation between you and competitors
- Advertising your CPO program changes consumers' perceptions of your dealership in a positive way
- The inspection and vehicle history reports reinforce that you care about our customer and have nothing to hide – trust builder
- Online advertising is imperative
 - Mark your inventory with a CPO designation on your website
 - Use keywords on website to improve your SEO value (search engine optimization)
 - When a consumer 'googles' certified pre-owned, you want them to find your inventory without needing to pay for search terms
- Be proactive in extolling the virtues of CPO with customers and direct traffic toward CPO

Certified Pre-Owned



Differentiate as a true 3rd choice

MARKETING IS A CRITICAL COMPONENT

Make your marketing look like new

Customer is willing to pay a premium for CPO but wants to feel like they are getting a premium experience

Make sure your CPO marketing materials are consistent with your new car marketing materials to further enhance customer perception of the value of the program

A critical component of buyer behavior in CPO market is the belief they are making a well thought out and 'smart' decision

- Marketing should be professional and high quality
- Marketing should speak to the buyer motivations
 - *Limited Warranty*
 - *Vehicle History Report*
 - *Inspection*

Certified Pre-Owned



Differentiate as a true 3rd choice

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NEW NAMAD CPO PROGRAM

UNIQUE CPO PROGRAM

Sponsored by NAMAD

- Designed for flexibility
- Closely mirrors manufacturer program that matches dealer franchise program
- Eliminates confusion of offering two CPO programs with differing terms
- Provides convenient sales approach for dealership associates
- Reduces complexity and need for extensive launch training



PROGRAM BRANDING

Sponsored by NAMAD

NAMAD branded

- Leverages 3rd party endorsement by respected national agency
- Provides consumer confidence

CertifiedVehicle.com

- Provides platform for Dealer Branding;
- Or allows for alignment with a brand name not associated directly with dealer

Marketing materials made available as NAMAD,
CertifiedVehicle.com or Dealer Branded
(samples shown here feature NAMAD branding)



We provide on-site start-up through continuing performance development.





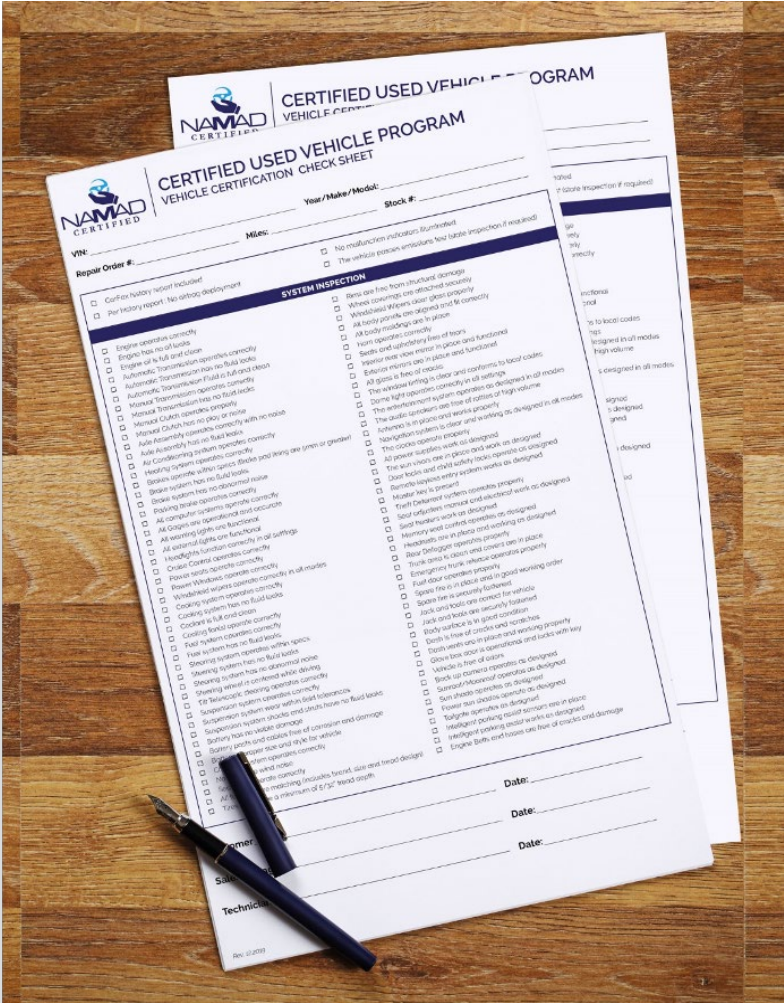
NAMAD CPO MARKETING MATERIAL



Brochure



NAMAD CPO MARKETING MATERIAL



Certification Checklist



11 x 17 Desk Laminate



NAMAD CPO MARKETING MATERIAL



Showroom Floor Sign



Corner Cling

ADDITIONAL NAMAD CPO POINT OF SALE MARKETING MATERIALS

GSFSGroup offers an array of NAMAD branded Point of Sale materials available for purchase.

Blade flags

Clip-on flags

Dealership flags

Desktop display

Desk Laminates

Showroom Poster

Exterior Banners

License plates

Certification Checklist

Window Decals

Key Tags

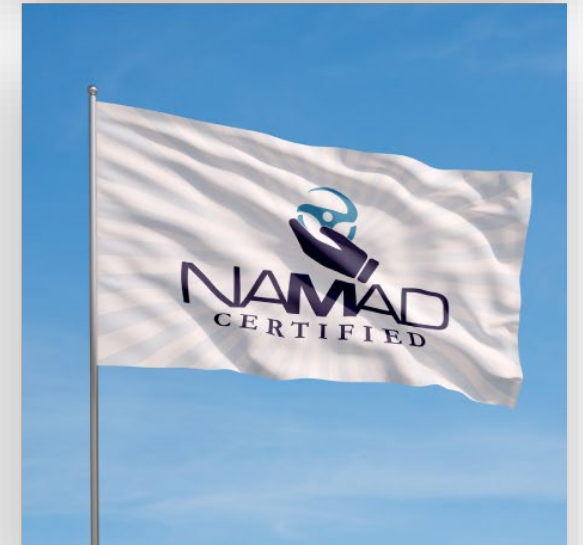
Presentation Folders

Mirror Hanger Tags

Showroom Floor Sign

Brochures

Windshield Decals





Q&A

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