

# Stacking The Deck With Four Aces In Your Used Car Department



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# Stacking The Deck In Your Used Car Department

## Market Trends – Setting The Gambler's Table



**#1 – It's All About the Money**



**#2 – Get On Down**



**#3 – The Attack Mode**



**#4 – Life Cycle Management**



**#5 – The Internet**

**10 Winning Tips For Thinking Like A Coach**



## Setting *the Gambler's Table*



# MARKET TRENDS

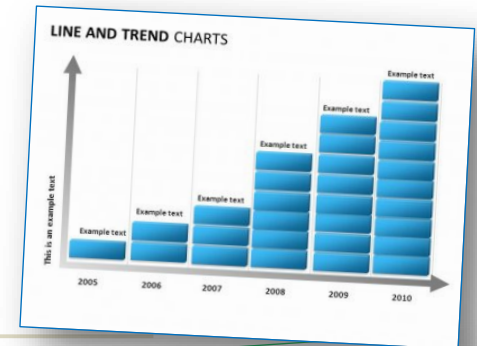
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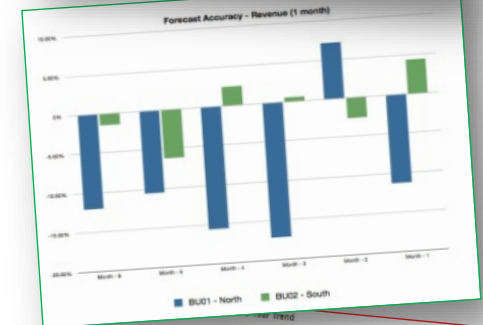
# Questions



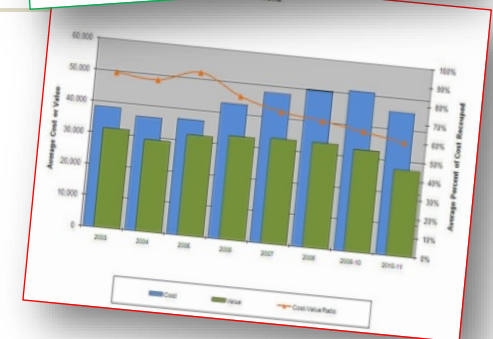
How many of you struggle to make gross on those units over 60 days old?



Is it fair to say the grosses on 45- to 60-day old units pull your average down?



Have you analyzed the gross on a 20-day old car versus a 45- to 60+-day old car?





# Two Simple Questions

1

**Are You Maximizing the  
Used-Car Opportunities  
in Your Market?**

2

**How Does That Relate  
to Maximizing Your  
New-Car Opportunities?**



# It's a Fact!



The Used-Car Department is the Key  
to Doing New- and Used-Car Retail Volume



Most Used-Car Managers Are Trained by  
Other Used-Car Managers and Local Wholesalers



With Such Training, They are Asked  
to Manage Millions of Dollars of Inventory





# New-Car and Used-Car Sales

	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006	2005
New	17.4	16.5	15.6	14.5	12.7	11.6	10.4	13.2	16.1	16.5	16.9
Used		42.0	41.9	40.5	38.7	36.8	35.4	36.5	41.4	42.5	44.1
<i>Breakdown</i>											
Franchise		15.6	15.7	15.0	13.8	12.8	12.8	13.2	14.2	14.3	16.4
Independent		13.9	14.2	14.0	13.7	13.0	11.7	11.7	13.1	13.7	14.2
Private		12.5	12.0	11.5	11.2	11.0	10.9	11.6	14.1	14.5	13.4



# It's All About the Money



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# The Reality

	Amount	Gross	%
<b>NEW</b>			
2011	\$31,576	\$1,415	4.47%
2012	\$31,744	\$1,281	4.03%
2013	\$32,398	\$1,183	3.65%
2014	\$33,057	\$1,190	3.59%
2015			
<b>USED</b>			
2011	\$17,557	\$1,679	9.57%
2012	\$17,745	\$1,624	8.74%
2013	\$18,184	\$1,591	8.74%
2014	\$18,887	\$1,566	8.29%
2015			



# Short-Term Stocks

This  
Ain't No  
Mutual  
Fund!

	Used-Car Sales Price	Used-Car Gross Profit	÷	Cost/ Investment	=	Rate of Return on Used-Car Stock	Number of Days Stock Held	x	Annualized	=	GROI (Gross Return on Investment)
<b>Example 1</b>	\$14,500	\$2,500	÷	\$12,000	=	20.8%	25	x	14.6	=	303%
<b>Example 2</b>	\$14,500	\$2,500	÷	\$12,000	=	20.8%	60	x	6.8	=	141%
<b>Example 3</b>	\$30,000	\$2,500	÷	\$27,500	=	9%	25	x	14.6	=	131%
<b>Example 4</b>	\$30,000	\$2,500	÷	\$27,500	=	9%	60	x	6.8	=	61.2%

# Famous Last Words

*"I Don't Want to Get Rid of It Because I Can't Replace It"*

	Front Gross	Cost of Sale + Recon	Rate of Return	Days in Stock	Annualized	Turns per Year	ROI
1	\$1,200	\$15,000	8.0%	25	365	14.60	117%
2	\$2,900	\$15,000	19.3%	60	365	6.08	118%
3	\$1,200	\$15,000	8.0%	60	365	6.08	49%
4	\$1,200	\$15,000	8.0%	90	365	4.06	32%
5	\$4,300	\$15,000	28.7%	90	365	4.06	116%

**Keeping a Unit Because You Can't Replace It  
Is a Bad Business Model!**



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# Fix Roi

## ROI Calculator

[Edit](#)

Gross Profit

Investment/Cost

Days in Stock



Press to Calculate ROI

Rate of Return      Annualized/Turns      Return on Investment

12.5%

6.4

80%

## ROI Calculator

[Edit](#)

Gross Profit

Investment/Cost

Days in Stock



Press to Calculate ROI

Rate of Return      Annualized/Turns      Return on Investment

12.5%

20.27

253.37%



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# Tracking 30/30

Tommy Gibbs & Associates 850-251-2310 Tommy@TommyGibbsTraining.com									
Mo/Yr:	UNDER 30 DAYS				OVER 30 DAYS				
6/15	UNITS	FRONT GROSS	AVERAGE		UNITS	FRONT GROSS	AVERAGE		
Cumulative total =>	65	\$ 92,575	1424		35	\$ 18,969	542		
Stock #				Stock #					
86139	1	2685	2685	84148	1	613	613		
19070	1	2952	2952	65312	1	1066	1066		
4219	1	3507	3507	22299	1	4584	4584		
75022	1	794	794	23603	1	-1458	-1458		
21110	1	587	587	63035	1	1946	1946		
82267	1	982	982	2011	1	533	533		
32315	1	1910	1910	57594	1	761	761		
55019	1	1860	1860	20602	1	1275	1275		
2154	1	1553	1553	65711	1	-875	-875		
25737	1	288	288	81433	1	773	773		
40052	1	708	708	52631	1	159	159		
64375	1	1946	1946	47494	1	1936	1936		
97087	1	2133	2133	51964	1	-290	-290		
16645	1	-2250	-2250	753	1	157	157		



# Tracking 30/30

	A	B	C	D	E	F	G	H	I	J
1	Tommy Gibbs & Associates									
2	850-251-2310									
3	Tommy@TommyGibbsTraining.com									
4										
5	Mo/Yr:	UNDER 30 DAYS			OVER 30 DAYS					
6	1/15	UNITS	FRONT GROSS	AVERAGE	UNITS	FRONT GROSS	AVERAGE			
7	Cumulative total =>	86	#####	1897	67	\$ 64,796	967			
8										
9	Day 1	4	10350	2588	2	-12	-6			
10	Day 2	4	5531	1383	4	3526	882			
11	Day 3	3	8416	2805	2	4393	2197			
12	Day 4	1	5484	5484	4	6274	1569			
13	Day 5	6	5904	984	1	-47	-47			
14	Day 6	5	12293	2459	1	-61	-61			
15	Day 7	0	0		3	4307	1436			
16	Day 8	6	6724	1121	3	5081	1694			
17	Day 9	7	12250	1750	5	3813	763			

# Tracking 30/30

Tommy Gibbs & Associates  
850-251-2310  
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Mo/Yr:	UNDER 30 DAYS				OVER 30 DAYS		
6/1	UNITS	FRONT GROSS	AVERAGE		UNITS	FRONT GROSS	AVERAGE
Cumulative total =>	35	\$ 45,965	1313		19	\$ 1,419	75
Stock #				Stock #			
E057072A	1	\$750	750	B028626A	1	\$908	908
EB077145	1	\$2,037	2037	C224303	1	(\$190)	-190
E049506A	1	\$2,298	2298	7715661	1	(\$1,519)	-1519
E029073A	1	(\$329)	-329	A224195	1	(\$91)	-91
B084441A	1	\$790	790	Y210460	1	\$355	355
H531403A	1	\$3,288	3288	R688178	1	(\$1,687)	-1687
A146270A	1	\$1,066	1066	7134548	1	\$2,010	2010
B025766A	1	\$2,900	2900	B080998A	1	(\$490)	-490
H529656A	1	\$3,026	3026	B031218A	1	\$1,105	1105
A007752A	1	(\$61)	-61	A009492A	1	(\$605)	-605
A156034	1	\$901	901	L014278A	1	\$4,559	4559
M768471A	1	\$1,572	1572	H503685	1	(\$1,032)	-1032
L63394A	1	\$1,107	1107				
H516811A	1	(\$243)	-243				



# Tracking 30/30

See Sample  
In Your Handout  
(top of pg 6)

Tommy Gibbs & Associates  
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Mo/Yr:	UNDER 30 DAYS				OVER 30 DAYS		
5/15	UNITS	FRONT GROSS	AVERAGE		UNITS	FRONT GROSS	AVERAGE
Cumulative total =>	19	\$ 26,727	1407		17	\$ 18,863	1110
Stock #				Stock #			
W7833A	1	1475	1475	W7678B	1	1,971	1971
W7939A	1	2562	2562	WPR2183	1	-474	-474
WPT2277	1	514	514	W7731B	1	1510	1510
W1460A	1	2173	2173	W8003A	1	634	634
WPB2141A	1	919	919	WPR2221	1	433	433
W8034A	1	2533	2533	W7717A	1	3117	3117
W8070A	1	2132	2132	WPR2233	1	373	373
WPT2173	1	518	518	W7914A	1	1822	1822
WPR2240	1	1003	1003	W7907B	1	849	849
WPL2255	1	-50	-50	WPR2196	1	1037	1037
WPB2235	1	1990	1990	W8078A	1	1426	1426
W7389A	1	1618	1618	W8030A	1	1448	1448
W7977A	1	1418	1418	W7938A	1	1730	1730
W7788A	1	3874	3874	WPR2234	1	1120	1120
WPR2256	1	1556	1556	WPR2198	1	705	705
WPR2250	1	770	770	WPT2211A	1	702	702
WPT2250	1	960	960	WPR2219	1	460	460
WPT2278	1	142	142				

# Review Model by Years

Rank	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
<b>1</b>	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
<b>2</b>	2000	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
<b>3</b>	1998	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014

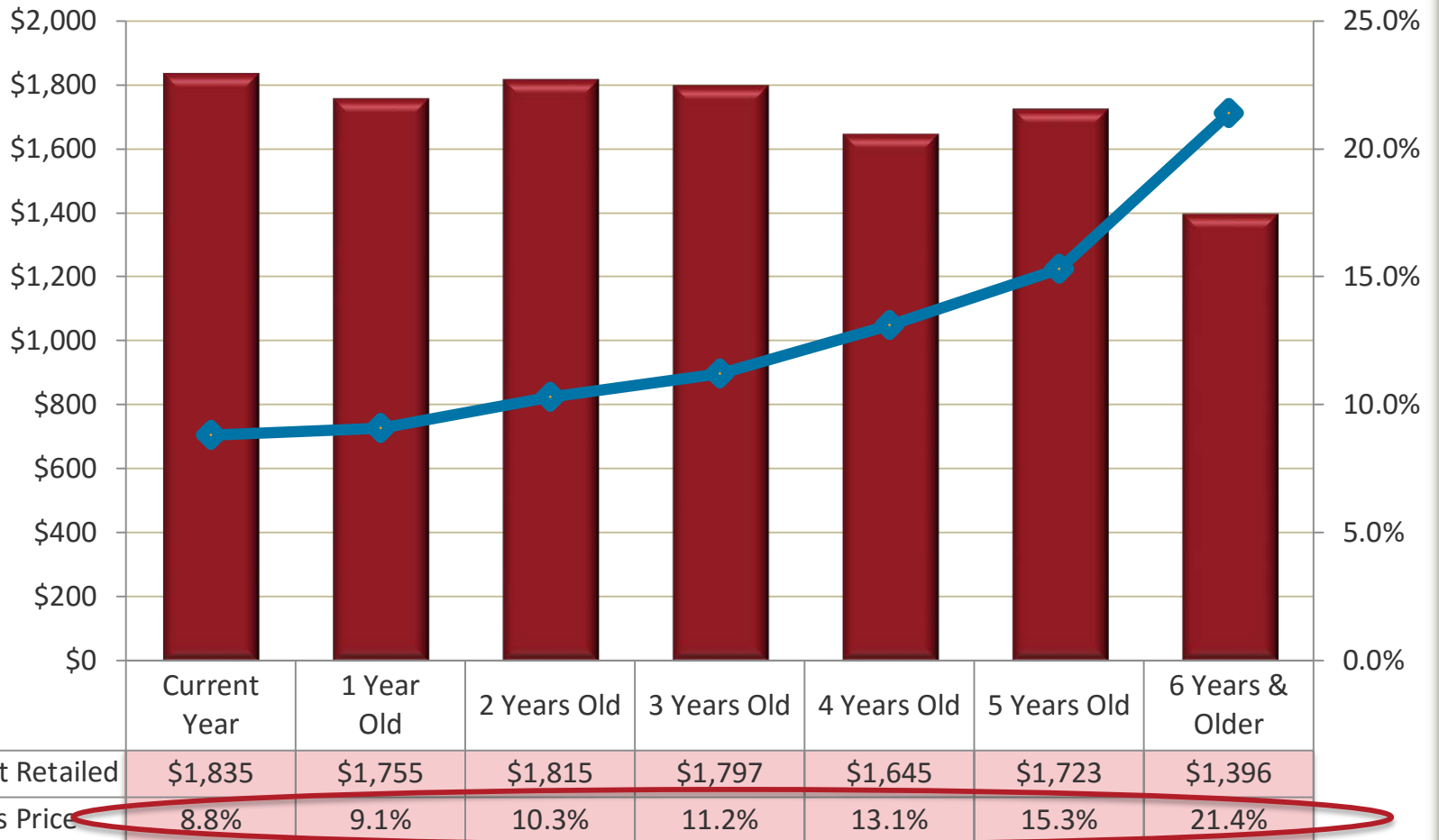


# 2016 Hot Sheet

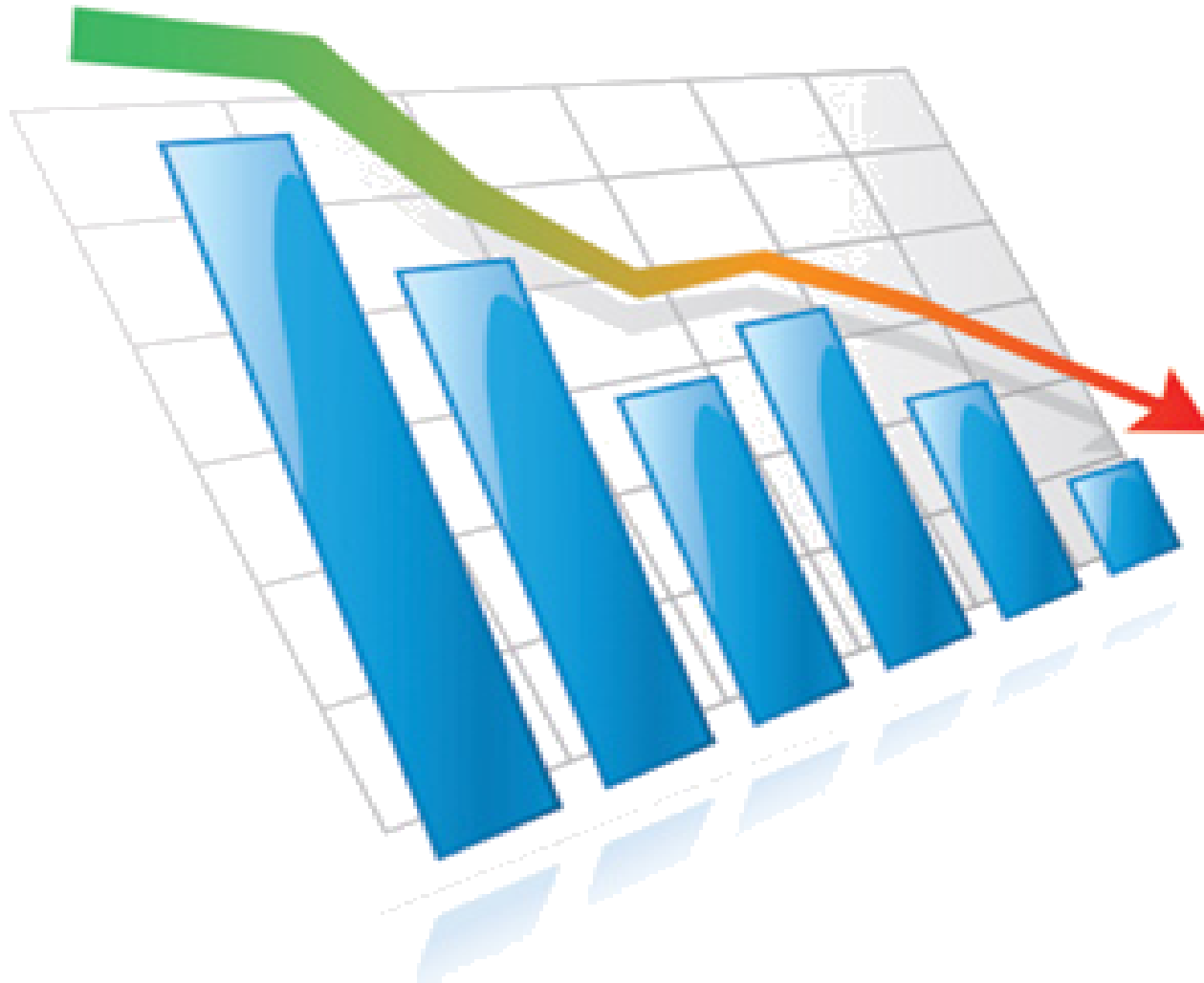
## 2013 – 2012 – 2014 Hottest Models

Rank	Cars	Trucks and SUVs
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

# Front-End Gross Profit by Model Age for Franchised Dealers



# Get On Down







# Pressing Down

	Retail Sales	-	Gross Profit	=	Cost of Sales	÷	Retailed Units	=	Avg. Cost per Unit Sold	
Jan		-		=		÷		=		
Feb		-		=		÷		=		
Mar		-		=		÷		=		
Apr		-		=		÷		=		
May		-		=		÷		=		
Jun		-		=		÷		=		
Jul		-		=		÷		=		
Aug		-		=		÷		=		
Sep		-		=		÷		=		
Oct		-		=		÷		=		
Nov		-		=		÷		=		
Dec		-		=		÷		=		
Totals:		-		=		÷		=		
Yearly Avg.:		-		=		÷		=		

↓  
PRESS  
DOWN  
↑

# Do This Daily




MAXIMIZING INVENTORY VALUE

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## Inventory Aging

### Inventory Summary


Export to Excel

Type	Units	%	\$\$\$	%	Average
Retail	86	98	\$1,382,075	98	
Wholesale	2	2	\$17,905	2	42
<b>Totals</b>	<b>88</b>		<b>\$1,400,080</b>		20

### Aging of Retail Units

Days	Units	%	\$\$\$	%	Average Cost/Unit
0-30	8	9	\$75,088	5	\$9,386
31-60	55	63	\$818,180	59	\$14,876
61-90	5	6	\$89,095	6	\$17,819
91-120	10	13	\$202,280	16	\$20,228
120+	8	9	\$197,432	14	\$24,679
<b>Totals</b>	<b>86</b>		<b>\$1,382,075</b>		<b>\$16,070</b>

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# The Attack Mode



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## Inventory Aging

### Inventory Summary

**Avg. # Days in Stock: 31****Total Water: \$30,754****Water %: 2.76****Avg. Score: 92.05****Avg. Water Per Unit: \$277**

Stk #	R/W	Year	Make	Model	Trim	Color	Mileage	Condition	Days	Score	Book	Investment ▼	Water \$	Water %	Type
000P6273	R	2007	TOYOTA	FJ CRUISER	4D Utility 4W...	Missing	12654	Average	52		\$0	\$25,423	\$0		
0007189A	R	2005	TOYOTA	PRIUS	4D Hatchbac...	Missing	18444	Average	45	58.61	\$20,450	\$24,899	\$4,249	17.2	
000TR602	R	2006	TOYOTA	SIENNA	CE - 5D Wag...	Missing	10129	Rough	352	-117.22	-\$100	\$23,936	\$24,036	100.42	
000P6294A	R	2006	DODGE	CHARGER	R/T - 4D Sed...	Missing	19116	Average	29	88.98	\$21,875	\$22,582	\$707	3.13	
0007202A	R	2005	TOYOTA	PRIUS	4D Hatchbac...	Missing	39773	Average	42	63.02	\$19,125	\$22,493	\$3,368	14.97	
000TR604	R	2006	TOYOTA	RAV4	Limited - 4D ...	Missing	4301	Clean	289	94.93	\$22,450	\$22,273	-\$177	-.79	
000P6338	R	2006	ISUZU	ASCENDER	Limited - 4D...	Missing	7275	Average	6	-103.94	\$300	\$22,000	\$21,700	98.64	
000P6314	R	2007	MAZDA	MAZDA3	s - 4D Sedan ...	Missing	5	Clean	9		\$0	\$21,400	\$0		

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# Investment Detail

R5																		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
1	Stk #	R/W	Year	Make	Model	Trim	Color	Mileage	Condition	Days	Score	Book	Investmen	Water \$	Water %			
2	000P6273	R	2007	TOYOTA	FJ CRUISE	4D Utility 4	Missing	12654	Average	52	0	0	25423	0	0			
3	0007189A	R	2005	TOYOTA	PRIUS	4D Hatchb	Missing	18444	Average	45	56.61	20450	24699	4249	17.2			
4	00P6294A	R	2006	DODGE	CHARGER	R/T - 4D S	Missing	19116	Average	29	86.98	21875	22582	707	3.13			
5	0007202A	R	2005	TOYOTA	PRIUS	4D Hatchb	Missing	39773	Average	42	63.02	19125	22493	3368	14.97			
6	000P6338	R	2006	ISUZU	ASCENDE	Limited - 4	Missing	7275	Average	6	-103.94	300	22000	21700	98.64			
7	000P6314	R	2007	MAZDA	MAZDA3	s - 4D Sedi	Missing	5	Clean	9	0	0	21400	0	0			
8	0T06141A	R	2003	DODGE	RAM 2500	SLT - Quac	Missing	40028	Average	13	85	20250	21150	900	4.26			
9	000P6317	R	2004	TOYOTA	TACOMA	Limited - D	Missing	31280	Average	9	105.58	21425	20132	-1293	-6.42			
10	0D06046B	R	2005	MINI	COOPER S	- 3D Hat	Missing	9205	Clean	9	115.45	21800	19566	2300	-11.79			
11	M07001AB	R	2004	MERCEDE	C-CLASS	C240 - 4D	Missing	54937	Average	13	83.89	18475	19456	981	5.04			
12	000P6311	R	2006	VOLKSWA	PASSAT	Base - 4D	Missing	12642	Average	9	94.07	19125	19049	-76	-0.4			
13	0007228A	R	2005	TOYOTA	PRIUS	4D Hatchb	Missing	38582	Average	6	102.39	19125	18214	-911	-5			
14	000P6337	R	2005	MAZDA	MPV	ES - 4D W	Missing	1039	Average	6	65.08	15175	18000	2825	15.69			
15	0C06094A	R	2005	MERCURY	MOUNTAIN	4D Utility	4Missing	19083	Average	71	88.64	17250	17716	466	2.63			
16	0B07021A	R	2006	DODGE	CARAVAN	SXT - Wag	Missing	4070	Average	121	40.82	12475	17679	5204	29.44			
17	0007257A	R	2004	HONDA	ACCORD	EX - 4D Se	Missing	41365	Average	8	81.57	16050	17200	1150	6.69			
18	0006840A	R	2002	TOYOTA	4RUNNER	Limited - 4	Missing	61363	Average	38	73.56	15175	17102	1927	11.27			
19	000P6272	R	2005	TOYOTA	CAMRY	SE - 4D Se	Missing	28569	Average	61	82.17	15675	16751	1076	6.42			
20	000P6295	R	2002	TOYOTA	TACOMA	Base - Xtra	Missing	51293	Clean	29	85.43	15925	16685	760	4.55			
21	000P6313	R	2004	MINI	COOPER S	- 3D Hat	Missing	52265	Average	9	90.98	16275	16500	225	1.36			
22	000P6269	R	2005	DODGE	DAKOTA	SLT - Quac	Missing	30855	Average	62	82.97	15125	16104	979	6.08			
23	0007289A	R	2005	TOYOTA	CAMRY	LE - 4D Se	Missing	11474	Clean	8	83.51	15075	16000	925	5.78			

InventoryDetailHeader



# The Winning Card ~ LCM







# Life Cycle Factors

**ACQUISITION TO SHOP**

**POSTED ON INTERNET**

**SHOP AND PARTS  
ISSUES**

**PRICING**

**NOT WILLING TO  
REROUTE**

**GROSS PROFIT**

**PHOTOS –  
QUALITY AND QUANTITY**

**PAY PLANS**





# Life Cycle Factors

**1**

Slow Turn

**2**

Aging

**3**

Volume

**4**

Gross

**5**

Poor ROI

**6**

Attitudes

**7**

Ability to Trade  
at the Door

**8**

Future  
Acquisitions



# EWR: Early Warning Radar



# Enact EWR When



**Over Appraised**



**Make-a-Deal Car**



**Odd Equipment**



**Bad Model For Your Store**



**Bad Color**



**No Experience**



**Customer Trade Out**



**Potentially Large  
Repair Bill**



**High Dollar Vehicle**



**High Miles**



**CarFax Report**



**Gut Feeling  
(Horse vs. Zebra)**



# Suggested Expiration Dates



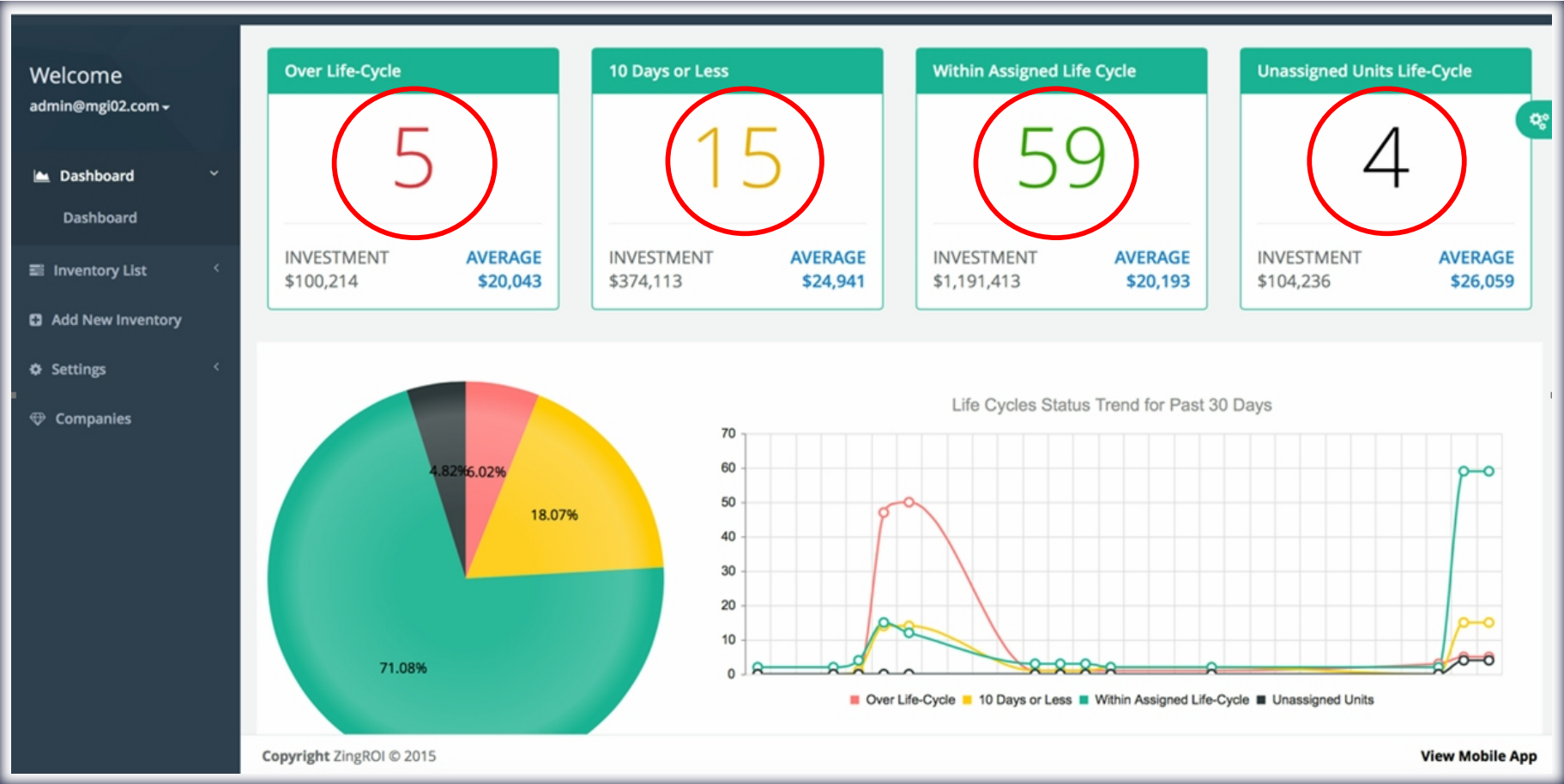


# If You Are on a 60-Day Turn...

<b>IT'S NOT ABOUT</b>	<b>How Old a Unit Happens to Be</b>
<b>IT IS ABOUT</b>	<b>How Many Days It Has Left in the “Life Cycle”</b>



# Strategic Decisions Improve Accountability





# Life Cycle Management

## *Life Cycle Management*

### *... Starts with the Trade Walk*

- Creates a Sense of Urgency
- Intensity Goes Way Up
- Aging Occurs on Day One --- Not Day 61
- A Very Simple Discipline



## *What Will Life Cycle Management*

### *... Do For You?*

- Control Your Destiny
- Faster Overall Turn
- Volume Goes Up
- Reduces Wholesale Losses
- Gross Goes Up







# Getting After the Internet



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# Why Customers Aren't Showing Up

**1**

**The Wrong Inventory**

**2**

**The Wrong Pricing Strategy**

**3**

**Quality and Quantity of Photos**

**The Showroom is No  
Longer the Showroom**

**A Photo Booth is Critical in Today's Market**



# What Is Your Price-Change Frequency?



**Every Week?**



**Buckets?**



**30 Days?**



**When the Mood Strikes You?**



**Panic Time?**



**90% of All People Have a Personal Device  
*such as SmartPhone, iPad, etc.***

## Did You Know?

**80%**

*of the People*

Looking for  
a Used Vehicle

**SHOP THE INTERNET**

**65%**

*of the Shoppers*

That Come  
on Your Lot

**DON'T TELL YOU**



# Side Window Sticker

**The way car buying should be.**

**Vehicle Info Sheet**

**Vehicle: 2010 VOLKSWAGEN  
TOUAREG TDI**

Body Style: 4D SPORT UTILITY  
Mileage: 39K  
Color: WHITE  
Interior: TWO TONE  
VIN: WVGFK7A97AD004157  
Stock #: 8133364

**KarKare**

Get comprehensive coverage with  
a KarKare extended service plan

- ♦ Avoid costly repairs down the road
- ♦ Choose the options you want
- ♦ Your deductible is per visit, not per repair

**Equipment:**

20 INCH PLUS WHEELS	4WD/AWD
ABS BRAKES	ALLOY WHEELS
AUXILIARY AUDIO INPUT	CD AUDIO
CRUISE CONTROL	DYNAUDIO
FRONT SEAT HEATERS	LEATHER SEATS
NAVIGATION SYSTEM	OVERHEAD AIRBAGS
PARKING SENSORS	POWER HATCH/DECK LID
POWER SEAT(S)	POWER WINDOWS
REAR VIEW CAMERA	SATELLITE RADIO READY
SIDE AIRBAGS	SIRIUSXM TRIAL AVAILABLE
SUNROOF(S)	TOW HITCH
TRACTION CONTROL	TURBO DIESEL ENGINE

Optional KarKare Extended Service Plan available,  
up to 72 months or 125,000 miles

While we've done our best to accurately list this vehicle's features, we request you verify the features listed as CarMax® is not liable for discrepancies.

 7195 - FA29

**No-Haggle Price:**

**\$36,998**

Price excludes government fees and taxes, any finance charges, \$55 dealer document preparation charge (not required by law), and any emission testing charge.





**ABC  
TOYOTA**

ABC Toyota is committed to present  
EVERY customer a competitive  
Market Value Price on all our pre-owned vehicles.

**Internet  
iMVP  
Market Value Pricing**

Was:  
\$

Internet  
Market  
Value  
Price: \$

\$

OFFER PLUS TAX, TITLE, LICENSE & \$399 PROCESSING FEE. WITH APPROVED CREDIT.



# Tracking GAP

**Give Away Profit**

**The Difference Between**

**Your Internet Price**

*and*

**Your Transaction Price**





# Tracking GAP

M16											
	A	B	C	D	E		F	G	H	I	J
1	Dealership										
2	#	Date	Salesperson	Stock #	Customer	Internet \$	Transaction Amount		GAP \$	GAP %	Running Average
3	1	6.10.10	Davis	2345P	Stewart	\$14,000	\$13,500	✗	-\$500	-3.6%	
4	2	6.11.10	Stevens	2442A	Owens	\$14,000	\$14,000	✓			-\$250
5	3	6.12.10	Stevens	2249B	Kelly	\$14,500	\$14,000	✗	-\$500	-3.4%	-\$333
6	4	6.13.10	Davis	2339A	Stovall	\$24,000	\$23,500	✗	-\$500	-2.1%	-\$375
7	5	6.14.10	Davis	2545P	Monroe	\$24,500	\$23,500	✗	-\$1,000	-4.1%	-\$500
8	6	6.15.10	Stevens	2262P	Berstein	\$24,500	\$24,500	✓			-\$417
9	7	6.16.10	Stevens	2295A	Strickland	\$25,000	\$25,500	✓	\$500	2.0%	-\$286
10	8										
11	9										
12	10										





# Internet-Based Pay Plans

## Pay Plan

## Will Pay Plans of the Future Look Like This?

### Sold For Internet Price

### Pays

1-10 Days

\$800

11-20 Days

\$600

21-30 Days

\$500

31-45 Days

\$300

45+ Days

\$200



### Transaction Discount

Up to \$100

10%

\$101 to \$300

20%

\$301 to \$400

30%

\$401 to \$500

40%

\$501+

50%

This is the discount given off the Internet asking price. The percentages are against the pay based on days in stock.

### Example:

11-day-old car pays \$600, but a discount of \$400 was given. Salesperson now makes \$420 versus \$600.

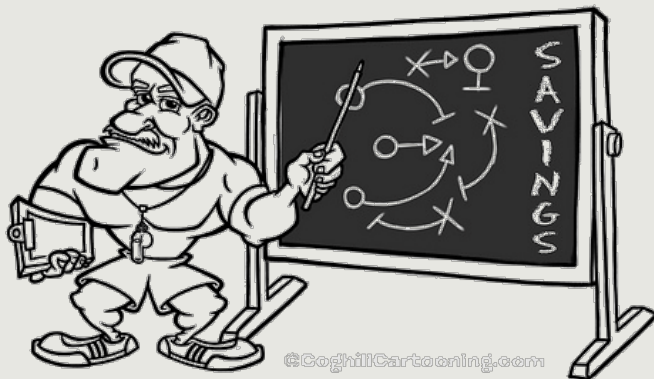


# Still Paying On Gross?

Amount			
Salary: \$1,500			
Units	Pays Per Unit	What It Means	Avg. Per Car
0 to 6	\$0	\$ 1,500	\$250
7 to 10	\$200 Retro to 1 <sup>st</sup> Unit	\$ 3,500	\$350
11 to 15	\$300 Retro to 1 <sup>st</sup> Unit	\$ 4,500	\$400
16 to 20	\$400 Retro to 1 <sup>st</sup> Unit	\$ 9,500	\$475
21 to 25	\$450 Retro to 1 <sup>st</sup> Unit	\$12,750	\$510
26 +	\$500 Retro to 1 <sup>st</sup> Unit	\$16,500	\$550
60 or 90 Day Running Average		Bonus Per Car	
10		\$100	
11 to 15		\$150	
16 to 20		\$175	
21 to 25		\$200	
26 to 30		\$300	

10

TIPS

*for*

©GoghilCartooning.com

Thinking Like a Coach

Have a Real  
Strategy

1



What Strategies

Can You Take Back  
to the Store?

You Must Execute

2



Execution Wins

Eliminate the  
Evaporation  
Factor

## The Will to Win

# 3



**Most People  
Want to Win**

**Very Few  
Have the Will  
to Win**

## Encourage Redundant Training

# 4



**It Ain't Redundant  
Until You're  
Perfect**

**Blocking and  
Tackling  
Wins Games**

## Eat the Frog First Mentality

# 5



**"Do Those Things  
First Each Day**

**that You Least  
Want to DO"**

## Pick Up the Pace

# 6



**It's Not the BIG  
That will  
Eat the Small**

**It's the FAST  
That will  
Eat the Slow**

## Be Consistent

# 7



**Do What You Say  
You're Going  
to Do**

**When You Say  
You're Going to  
Do It**

## Discipline

# 8



**The Pain of  
Discipline**

**or the Pain  
of Regret . . .**

## Be Enthusiastic

# 9



**Enthusiasm  
Sells**

**Sometimes You  
Have to Fake It**

## Gimme

# Five

# 10



**Look for  
Opportunities  
to High Five!!!**



# The Winning Hand!



**#1**

**How Many Turns are You Getting?**



**#2**

**Do You and the Team Know  
the Average Cost Per Unit in Stock?**



**#3**

**Where Are Your Ten Most Expensive?**



**#4**

**LCM Creates a Unique Action Plan**



**#5**

**Can You Improve Your Internet Strategy?**

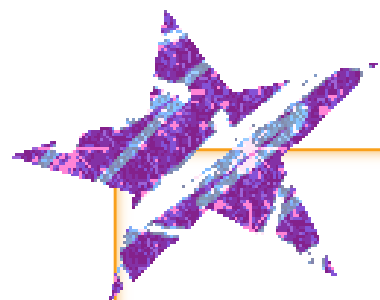
**You Hold The Winning Hand – You Just Have To Play It**



# Cool Card Trick







# QUESTIONS



# Stacking The Deck With Four Aces In Your Used Car Department



**Tommy Gibbs**

*President*

Tommy Gibbs & Associates

Treasure Island, FL

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Please visit the **NADA Pavilion** in the Expo Hall for information on accessing electronic versions of this presentation and the accompanying handout materials, and to order the workshop video recording.

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