

A General Manager's Speed-to-Sale Playbook

Get started and grow fast using KPIs*
to improve reconditioning response times
and sales engagement

*Key Performance Indicators



Executive Summary

Thank you for requesting this report, one of the most popular of many that Rapid Recon™ offers at <https://www.rapidrecon.com/white-paper/>.

Why Care?

By spending 15 minutes with this report, you and your team will learn how to establish and manage to a consistently accountable and transparent three-to-five-day Average Days in Recon (ADR).

Launched in 2010, Rapid Recon reconditioning workflow software is used by more than 2,400 public and private group and single-rooftop dealerships. These dealers have processed over 15 million vehicles through Rapid Recon.

People stop reconditioning vehicles for two reasons only: supplies (parts) and information. Rapid Recon is a workflow information-sharing tool first and a tracking tool second (to ensure parts readiness, for example). It keeps communications in front of the car as it works its way from auction or trade to sale-ready status and the deal.

We call this rapid forward momentum speed to sale.

To see Rapid Recon in action, grab a cup of coffee and while you sip, see how it works at www.rapidrecon.com/schedule-a-demo/.



Mobile or desktop, Rapid Recon workflow software provides all the tools necessary to help a dealership identify and remedy:

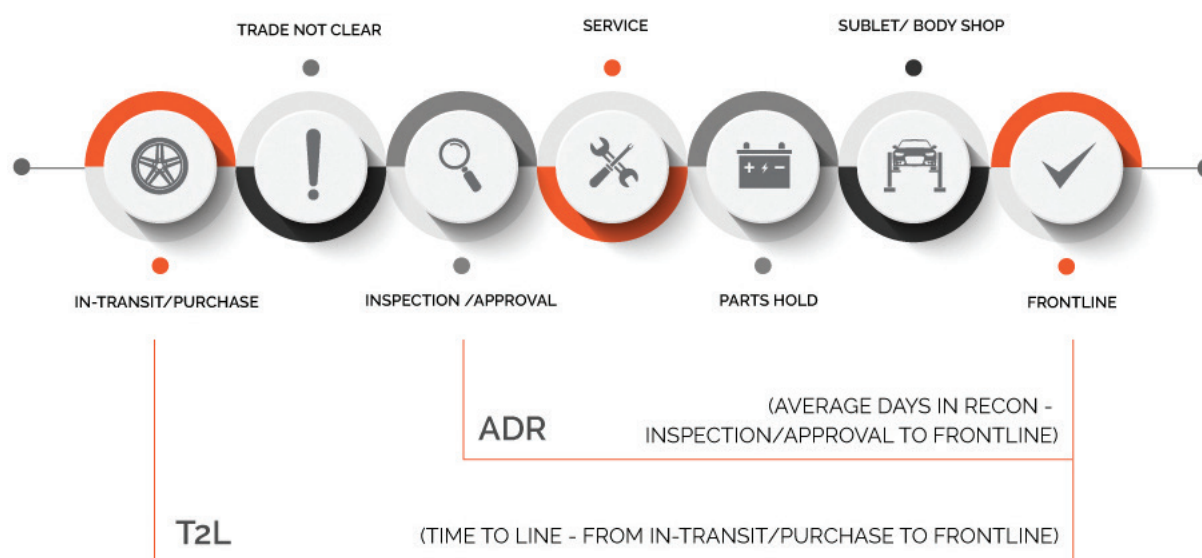
- Frustrating workflow delays
- Technician inefficiency and lost labor and parts revenue
- Miscommunication that drags down efficiency
- Lost sales opportunities



A Message for General Managers and Dealer Principals

Every dealership is unique. And even where structured reconditioning processes are in place nothing is standardized until every car and person who touches the vehicle is subjected to consistent measurement, accountability, and transparency, from vehicle acquisition to post-sale delivery.

As General Manager, you must be hands-on in this workflow to maintain a speed-to-sale culture built on measurable average days in recon (ADR) and time-to-line (T2L) metrics.



Key to this empowerment is your ability to apply accountability to individuals assigned tasks. No one likes to be held accountable unless they themselves can control what is being reported and when they know others are also being held to the same standard.

Accountability and resource decisions for the dealership come together at only one desk – yours.

Accountability replaces finger-pointing with mobile notifications and the ability to confirm a recon Step when completed – and by whom – so the work moves steadily forward without delay.



If you're a hands-on manager, this Playbook will give you plenty of metrics to measure and boost reconditioning performance and its value to the used cars you sell. If you delegate but stay in control, speed-to-sale outcomes will work for you as well.

Thank you for the opportunity to have Rapid Recon on your performance team. Read no more – link now to www.rapidrecon.com/schedule-a-demo/

– Dennis McGinn, Founder and Chief Executive Officer, Rapid Recon

Create a Speed-to-Sale Culture

Five Strategic Reasons

No confusion. No guessing. No finger-pointing. No wasted time. More consumer engagement.

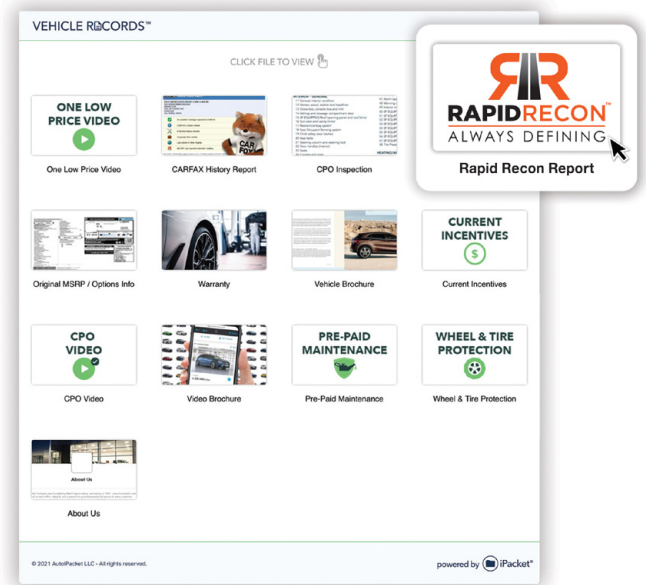
For dealers new to Rapid Recon, the first step to improved reconditioning outcomes is where you start, by defining your starting point.

When the recon process is arranged and ordered according to Steps and Step Notifications the work is structured, ordered, and flowing – **eliminating delay, reducing costs, and getting cars sale-ready quickly.**

Most Rapid Recon users start at Vehicle Inspection. The last step is typically when cars are identified as Sale-Ready. This measurable period is known as Average Days in Recon.

You want a tight, predictable, measurable, and transparent workflow solution as your retailing production engine:

1. **Today's Marketplace:** Regardless of vehicle supply, shoppers expect to see, touch, and experience the vehicle they want to buy from you. They want it polished, shining like a diamond, reconditioned thoroughly and ready to go.
2. **Customer Engagement:** With integrated transparency and information tools like the Rapid Recon Digital Vehicle Portfolio powered by iPacket on your Vehicle Detail Pages, recondition data is shared with consumers to build value and desire in your cars.
3. **Inventory Turn:** Realize maximum gross when cars sell in the first 30. If a recon practice is taking 10 or 15 days to get cars sale-ready, your profit window is almost closed. Every 2.5 days you reduce your recon cycle you gain one additional inventory turn. Inventory fewer vehicles to sell more cars.
4. **Holding Cost:** At a \$40 per car per day Holding Cost Depreciation, faster recon keeps this overhead cost in check. Lacking precise accounting for recon workflow speed, Holding Cost erodes grosses, and you won't know it. What you don't know does hurt you!
5. **Recall Liability:** Safety recall liability is too great a risk to ignore. Recall software within Rapid Recon monitors incoming cars and those on the lot to identify those with outstanding recalls. Dealers not monitoring for recalls miss considerable dollars in warranty income.



Transparency builds trust and confidence in the cars you sell and in the people who sell them.

Moves That Make It Work

- **Work with your Rapid Recon Process Performance Manager**

Map your processes into a workflow that makes the most of Best Practices, resource limitations, physical constraints, vendors and most important, current staff.

- **Learn from best practices**

Metrics derived from "best-in-class dealers" which drive recon measurement and management.

- **Encourage change**

A dealership-specific workflow system built with the flexibility and expectation that processes, people and responsibilities will fluctuate and change.

- **Make comprehensive training a requirement**

Insist ALL recon staff train on the new system before launch.

- **Focus on performance metrics**

Receive daily, weekly, and monthly metrical and graphical reporting to identify excellent results, savings and performance issues.

- **Insist on performance reviews**

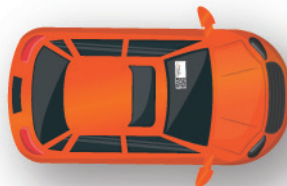
At 30 and 60 days, require performance reviews with all recon personnel and dealership management. Request a quarterly Performance Progress Report with dealer management and your Rapid Recon Process Performance Team.

- **Continue to improve**

Commit fully to continuous process improvement and give workers the ability to register their own work and establish a speed-to-sale culture for improvement and innovation.

- **Insist on morning Rapid Recon meetings**

Best Practice dealers have a short meeting every Tuesday morning with the appropriate department heads using the previous week's performance metrics to fix and anticipate bottlenecks.



Performance Reporting

Until you identify progress, diminishment, and failure, you won't be able to manage for improvement.

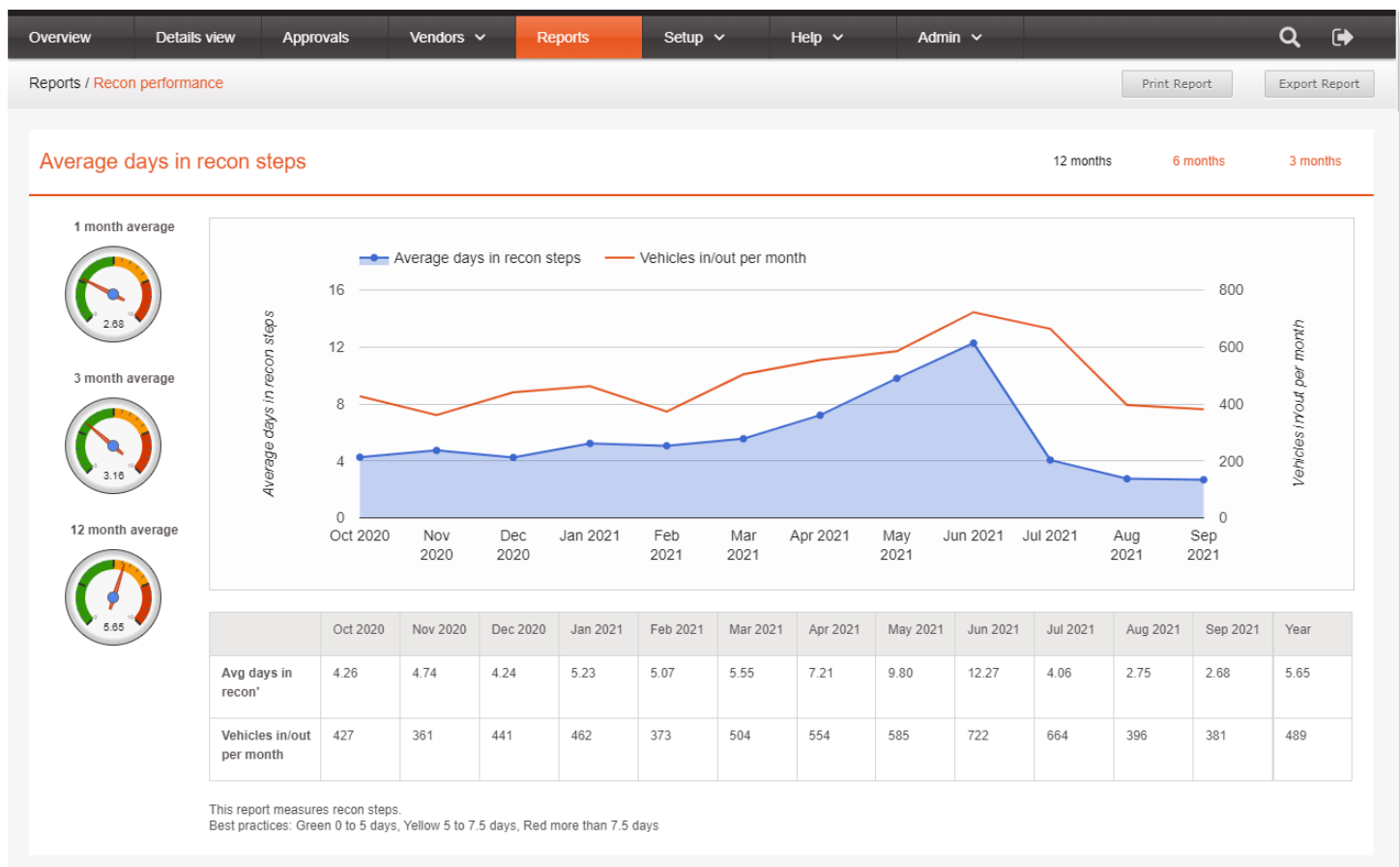
Rapid Recon provides you with various reports that help you keep recon on time and drive accountability with your team.

Regularly scheduled meetings to review key metrics are vital for establishing a speed-to-sale culture within your store.

It's essential to distribute your metrics to your entire team. From the lot tech to the GM, personal inspiration comes from feedback. By knowing their performance, they will adjust to make the changes.

For the GM, distributing metrics to everyone is an easy sell to the team because it flips uncertainty upside down and makes everyone's job easier. This is not speculation – it is testable and referenceable.

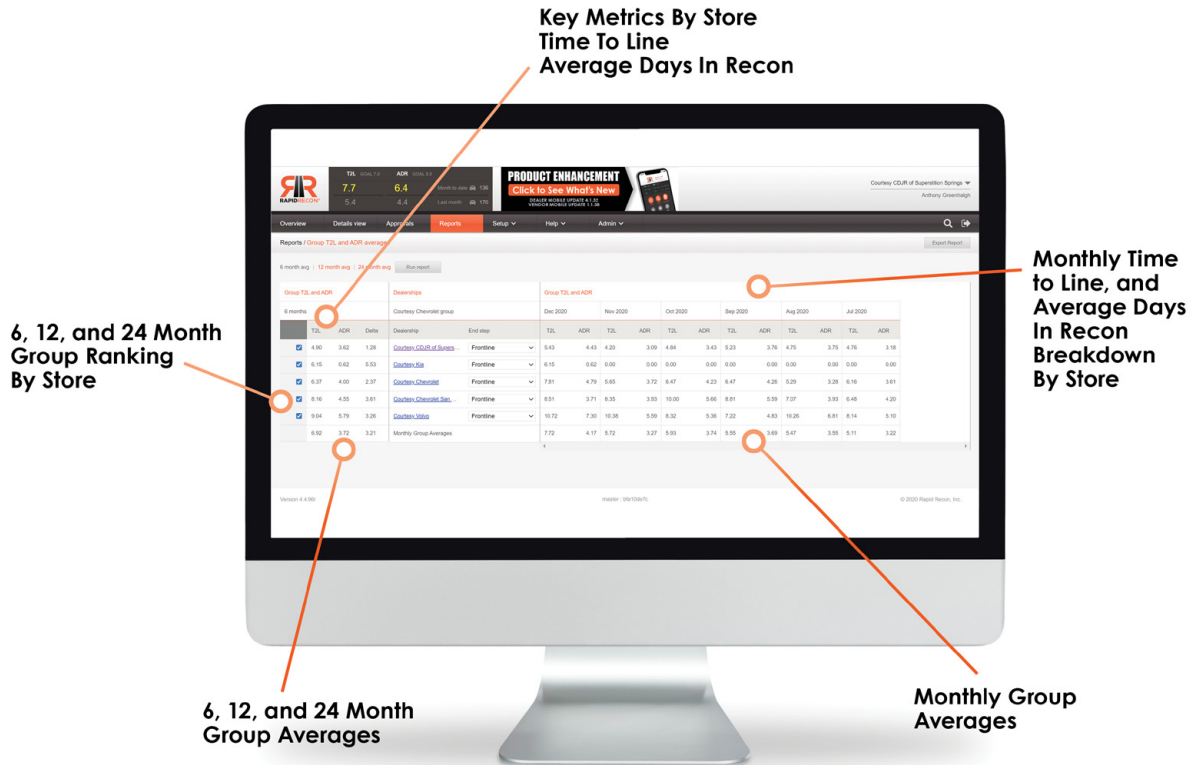
Turns go up in tandem with individual and process efficiency. Outcomes like this are impossible without a well-designed mobile-centric workflow process system that keeps everyone connected in real-time.



Dynamic reconditioning performance metrics such as average days in recon, help track performance growth and alert quickly to potential bottlenecks causing delays.

Group-Level Reporting

How we measure is equally important as to what we measure. Rapid Recon Group Reports allow you to compare your stores' performance with other stores in your Group or with the industry's best – even by brand.



Report Details

Color Triggers

Our real-time color trigger report identifies vehicles outside your specific time parameters for individual Steps and parameters set for total reconconditioning.

Overview

Details view

Approvals

Vendors

Reports

Setup

Help

Admin

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Average days in recon steps

Days

Hours

Days and hours

Steps	Oct 2020	Nov 2020	Dec 2020	Jan 2021	Feb 2021	Mar 2021	Apr 2021	May 2021	Jun 2021	Jul 2021	Aug 2021	Sep 2021	Year
	<div>📅</div>	<div>📅</div>	<div>📅</div>	<div>📅</div>	<div>📅</div>	<div>📅</div>	<div>📅</div>	<div>📅</div>	<div>📅</div>	<div>📅</div>	<div>📅</div>	<div>📅</div>	<div>📅</div>
1 Incoming From Store	0.58259	1.00203	0.63259	0.83284	0.71219	0.88282	1.08327	0.88300	1.13319	0.63233	0.67272	0.50225	0.79284
2 Incoming From Body	0.2144	0.5848	0.3340	0.5036	0.2139	0.2540	0.5041	0.4644	0.1328	0.2933	0.3333	0.2542	0.3340
3 Incoming from UCMR	1.0890	0.9271	1.0491	1.0097	0.7193	0.79138	0.96129	1.08125	0.92148	0.7982	0.9675	0.7589	0.92102
4 Incoming From Acura	0.000	0.000	0.000	0.000	0.000	1.045	0.000	0.001	0.000	0.000	0.000	0.000	1.043
5 Xtreme Detail	0.000	0.000	0.000	0.001	0.000	1.4611	1.219	0.000	1.8814	0.003	0.000	0.001	1.506
6 Phil Deans Detailing	0.000	0.000	0.001	0.000	0.001	0.001	3.002	0.001	0.002	0.000	0.000	0.000	3.001
7 Cosmetic Evaluation	0.211	0.711	0.000	0.000	0.000	0.000	0.003	0.002	0.004	0.004	0.384	0.047	0.333
8 UCM Approval	0.54219	0.88158	0.83228	0.75227	0.38187	0.21198	0.46234	0.42216	0.33276	0.33246	0.33250	0.33240	0.50223
9 *Approved/Declined	0.21185	0.46135	0.29179	0.38171	0.25171	0.17171	0.21178	0.25179	0.25249	0.33236	0.21214	0.25235	0.29192
10 Ready for Detail	0.001	20.921	0.001	0.631	0.000	0.002	0.081	0.003	0.001	0.000	0.042	0.002	5.422
11 Working in Detail	1.67357	1.46292	1.42360	2.63382	1.83321	2.29431	2.33451	2.08480	2.54404	1.13323	0.83342	0.96328	1.75379
12 Working in Cosmetic	0.46252	0.54174	0.58253	0.50258	0.42209	0.46218	0.42251	0.50241	0.46287	0.63244	0.63274	0.54259	0.50243

The Rapid Recon color trigger report can auto-run and auto-email to your department heads daily, identifying your opportunity vehicles.

Step Notifications

A Step Notification is an alert, alarm or other validation mechanism used to prevent time stalls. Without Step Notifications built in your recon workflow, the following individual responsible for the next step in the process is not notified or alerted so work can continue immediately.

Media Tagging

Media tagging enables technicians and detailers to attach videos, PDFs, photos, and notes to repair approvals. This visual aid saves approvers and used car managers time to find VIN and Work Item-specific images, or documents needed to approve a repair or answer a question. For instance, technicians can upload video and PDFs to a manager at the sales tower desking deals. The manager can then see or hear tagged video to experience a noise being reported, for instance, to help the manager make a more informed approval decision.

Work Items

Categorize your work items to their phase of the recon process. Filter and update statuses of work items in specific phases. Use the subtotals row to see how much of each phase are contributing to the vehicle's overall cost.

Intake Form

From mobile or desktop, processes incoming used cars into recon faster, simpler - and providing more detail for next steps. The user chooses the level of detail to be captured. Details enable the dealership to present a comprehensive work-needed roadmap for mechanical technicians, detailers, and cosmetic repair personnel or assigned vendors.



Without Step Notifications, a vehicle removed from a lift and pushed outside might remain there for hours or days unnoticed.

Weekly Recon Ops Meetings

Hold weekly recon ops meetings, headed up by your Rapid Recon 'champion.' Your champion is a committed internal speed-to-sale advocate.

Also include department heads and those responsible for managing your workflow.

Review your current time-to-line metrics beforehand and use these for discussion to make improvements or changes to your current process. It's vital that you decide what metrics will be used to measure results.

Review your past metrics and use them to determine if the changes you've made are making progress or diminishing progress.


Leverage Recon to Build Value & Trust

Rapid Recon and iPacket®, industry leaders in digital reconditioning and digital selling solutions, bring you Rapid Recon Digital Vehicle Portfolio powered by  iPacket®.

This Digital Vehicle Portfolio helps dealers convert more shoppers to engaged and active sales leads. The tool gives online shoppers detailed, accurate and clickable VIN-specific insight into a dealer's used car inventory, including:

- Recon Summary Reports that educate shoppers on the quality and integrity of your used vehicles
- The original OEM MSRP Window Sticker
- New Car Brochure
- Certified Pre-Owned or In-House Warranty Docs
- Other value-building documentation

The iPacket integration with Rapid Recon helps educate vehicle shoppers about the exceptional recon process the dealer uses to build integrity, value and trust in the dealership and the used cars it sells.



Integrating Rapid Recon's solution and data into iPacket for our mutual dealer partners delivers an unmatched digital transparency solution.

Getting Started – for New Rapid Recon Users

If you are new to Rapid Recon reconditioning workflow software, welcome!

So let's make you comfortable about what is next.

Your Rapid Recon Process Performance Manager will review the following set-up processes with you. For now, this overview helps you get the big picture along with some essential details for getting started.

Information Collection

Look for the *New User Documents* emailed to your designated manager. Complete and return them to us as soon as you can. The information you provide us is vital for us to layout your cloud server. Also, read and sign the *Business Agreement Documents* between your store and Rapid Recon.

Defined in the *New User Documents* are:

- **Workflow Steps:** Workflow "Steps" describe how recon work will flow through your process. Your Rapid Recon Process Performance Manager will help you map them to the best starting point, but note, they can be modified, added to, or removed at any time you choose. Just contact us.
- **User List:** Provide the names, cell phone numbers and emails of everyone actively using Rapid Recon and receiving push notifications through Step movements.
- **Vendor List:** Provide your list of vendors that work on-site. Vendors will be appended to your "Work Items" layout. You will also find the *License-Agreement and Billing & Product Agreement* in our package of *New User Documents*.

Design and Build

Upon receiving these documents, your Rapid Recon design team will build your cloud server, which will house your recon data. This phase includes the initial design, user set up, inventory feed, vendor layout, and cloud server testing. Allow and plan for two to four days for this process, depending on your inventory feed source. Please provide a contact person for our design team to confirm the inventory count before your launch date.



System Launch

After system testing, your Process Performance Manager will contact you to schedule your launch date. For remote launches, a video conference link and calendar reminder will be sent to you. Forward this to as many people within your organization who should also attend this meeting.

Remote launches run 45 minutes to one hour. However, we will be available if needed. Attendance in this remote launch meeting should include:

- General Manager
- General Sales Manager
- Used Car Manager
- Inventory Manager (if applicable)
- Service Manager
- Service Writer
- Parts Manager
- Body Shop Manager (if applicable)
- Comptroller
- Recon Tech or Lead Tech



After testing the system, one of our Process Performance Managers will schedule a launch date. On launch day, please have your team assembled. At this time, your Rapid Recon Process Performance Manager will review your Step list. This is critical, so your staff understands all the responsibilities within the process.

It's time you identify potential issues missed earlier. Your Process Performance Manager can help you make Step modifications on the fly during the launch.

Your team will be instructed on using Rapid Recon best and provided instructions about your custom layout. We encourage all trainees to ask questions along the way.

Training Post-Launch

Post-launch training continues weekly for weeks 2 through 4.

Your Rapid Recon Process Performance Manager will perform a prescheduled weekly training for three weeks following the launch. This is to ensure that your custom Step layout is working as expected and offer support for questions or changes you would like to make. In addition, you will be introduced to reporting.

Industry Benchmark Comparisons and Reviews

Benchmarking to measure performance and reviews are a critical part of this change improvement.

- A 60-day benchmark comparison is optional and included in the onboarding at no extra charge
- A 90-day executive review is also optional and included in the onboarding at no extra charge

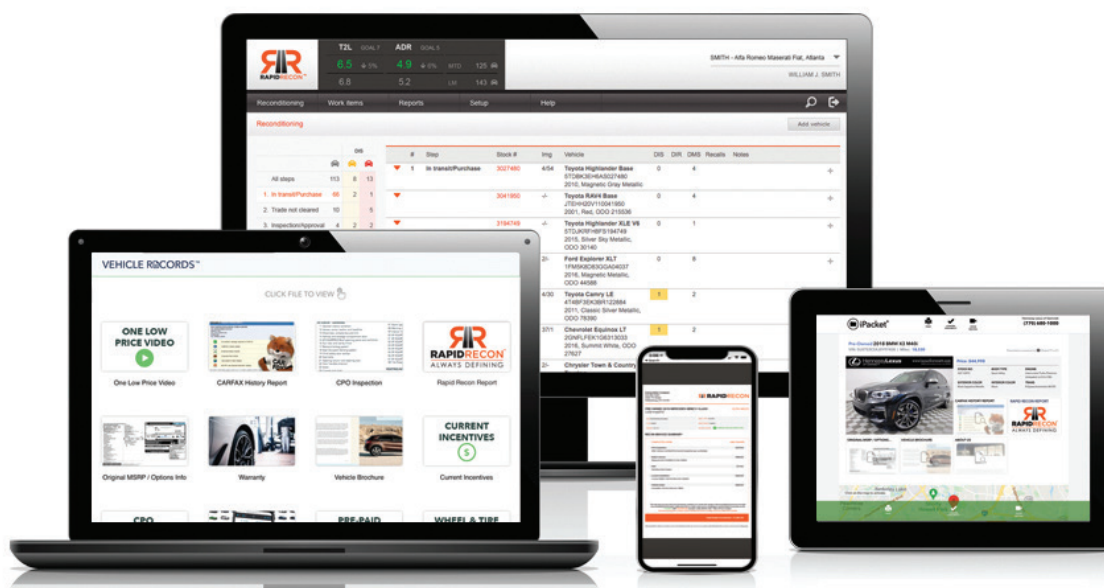
As part of these programs, your Rapid Recon Process Performance Manager will perform a deep dive into your system, provide a written report highlighting areas of opportunity, and written recommendations based on the industry's best practices (executive reviews upon request).

At any time, you may request an industry benchmark comparison and executive review at no extra charge. Your Rapid Recon Process Performance Manager will combine an industry benchmark comparison and executive report to be discussed in a remote video conference session.

Support/Process Performance Managers

Rapid Recon's Process Performance Managers are industry-trained individuals, each bringing with them to your store many years of experience working in dealerships. We are not computer people with an eye for automotive.

We are automotive people with an eye for process management. And, through workflow management with real-time feedback comes accountability.



Summary

Rapid Recon is not simply a process workflow management tool. It is a vital business tool for any dealership's most significant fiscal inventory investments – its recon department.

In real-time, a workflow management tool provides instantaneous feedback to make decisions quickly to correct areas of delay or missed opportunities.

Your Rapid Recon installation is more than access to our software. Through it, you also easily access all our knowledge and experience to help you create a speed-to-sale culture in your dealership(s).

Engage your speed to sale today – www.rapidrecon.com/schedule-a-demo/

Want to talk to phone sales now? [650-999-0497](tel:650-999-0497)

Not yet? Calculate your opportunity at:

<https://www.rapidrecon.com/roi-tools/>



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