



Inventory and Merchandising

Becoming an inventory and merchandising guru is critical to successful and sustainable transformation.

Online vehicle merchandising is key for establishing trust with consumers, especially those buying a vehicle sight unseen. This means photos, videos, and detailed descriptions that provide an accurate view of each vehicle for sale. Remember that your content is a true differentiator to help drive both organic traffic and conversion rates.

It's also important to coordinate inventory management between online and in-store to ensure that vehicles are marked sold promptly via either channel. While pricing will be the same in any channel, the efficiencies of online retail can allow you to offer exclusive benefits to digital retailing customers such as a more flexible return policy.



Inventory and Merchandising (continued)

Establishing acceptable trade valuations processes builds consumer trust. Managing trade-ins online begins with a reliable valuation source, but also requires a mindset of transparency for the consumer. Many successful dealerships establish an acceptable variance on the trade amount for eCommerce deals to eliminate any costly hassles and consumer frustration.

