



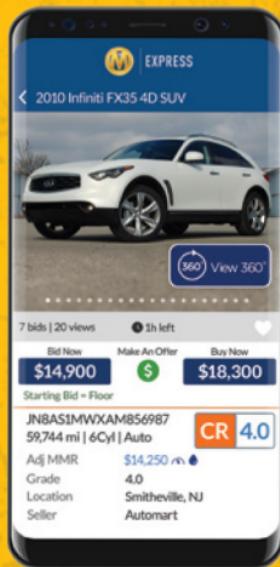
SM

**MANHEIM EXPRESS**

# **SALES TOOL KIT**

# MEET YOUR MANHEIM EXPRESS SALES GUIDE

What is Manheim Express? It's Manheim's digital solution that allows dealers to buy and sell wholesale vehicles whenever and wherever. It gives buyers fresh inventory to choose from that's aggressively priced to move, and it allows sellers to quickly get inventory into the marketplace.



Of course, there's more to Manheim Express than that, which is why we're giving you this guide — it's everything you need to know to sell Manheim Express. It identifies pain points, provides talking points and delivers solutions to help you connect with buyers and sellers.

# CONVERSATION STARTERS



Every sales pitch has to start somewhere, right? Asking good questions upfront can help you identify a dealer's pain point and offer an immediate solution. Here's how to get the ball rolling:

## QUESTION 1:

What does your wholesale strategy look like?

### Answers to listen for:

"I only shop at physical auctions."

OR

"I mix it up between physical and online auctions."

## QUESTION 2:

Are you currently using any digital platforms?

### If yes:

Find out which platforms, and ask if they've tried Manheim Express.

### If no:

Gauge their interest in trying Manheim Express, explain the app and show our overview video.

### How to introduce Manheim Express

It's Manheim's digital solution that lets dealers buy and sell from anywhere. You may not realize how much you'll save on holding and vehicle depreciation costs thanks to Manheim Express.

## QUESTION 3:

What issues are you currently facing in your wholesale business?

This question gets to the root of the dealer's pain point and will drive the rest of the conversation. We've mapped out potential scenarios so you can tailor your discussions appropriately.

# 6 DILEMMAS DEALERS ARE DEALING WITH

ONCE YOU'VE ASKED ABOUT THE DEALER'S PAIN POINTS, THESE ARE THE RESPONSES TO LISTEN FOR:



Once you've found out which pain point the dealer is facing, offer an answer to their pain point. The next six cards provide specific solutions and talking points for each dealer dilemma.

# TAKE BACK YOUR TIME

LET BUYERS KNOW THEY'LL SPEED UP THEIR  
SOURCING AND SAVE TIME WITH MANHEIM EXPRESS.

## HELP THE DEALER THINK DIFFERENTLY:

"Finding a vehicle you know you can move is important, but you can't afford to spend the day sourcing. What you may not realize is that Manheim Express helps you find the right car faster."

## SHOW THEM THERE'S ANOTHER WAY:

"I'll show you a list of vehicles specifically chosen for you."

## HOW MANHEIM EXPRESS IS DIFFERENT:

Manheim Express helps **you take back your time** and speed up your sourcing by hand-picking vehicles that fit your lot.



### CHALLENGER CHECK-IN:

*Tailor your message by mentioning how sourcing inventory on Manheim Express will give the dealer more time to focus on other unique aspects of their job.*

## FEATURES THEY NEED TO KNOW:

- Get up to 50 personalized recommendations based on buying history.
- Filter favorites to see vehicles you can move fast.
- Aggressively priced inventory speeds up turn time.
- Manage offers on the go from your phone.

## CLOSE THE DEAL:

You've made your pitch — now it's time to close.



**At a dealership:** Show them a list of recommended vehicles.



**At an auction:** Schedule a visit to their dealership to explain how we save dealers time on every purchase.



**At a kiosk:** Walk through how to filter their recommendations on the app.

CUT YOUR

# RISK

LET BUYERS KNOW THEY'LL HAVE FULL CONFIDENCE  
IN EVERY PURCHASE WITH MANHEIM EXPRESS.

CUT YOUR RISK

## HELP THE DEALER THINK DIFFERENTLY:

"Making a good purchase with bad information isn't easy. You might think online listings are misleading, but you may not realize that Manheim Express delivers the same clarity you'd get when shopping in-lane."

## SHOW THEM THERE'S ANOTHER WAY:

"I'll show you online listings you can always trust."

### HOW MANHEIM EXPRESS IS DIFFERENT:

Manheim Express gives you the full picture of every vehicle before you buy, so you can **cut your risk.**



**Reframe** the dealer's perspective and explain how our 360° imaging technology and condition reports reduce unexpected reconditioning costs.

### FEATURES THEY NEED TO KNOW:

- 360° imaging lets you view cars from every angle.
- Zooming and tagging features help you catch dings, dents and scratches.
- Vehicles come with comprehensive condition reports and inspections.

## CLOSE THE DEAL:

You've made your pitch — now it's time to close.



**At a dealership:** Show them our 360° imaging technology.



**At an auction:** Schedule a visit at their dealership to explain how we show them what they're getting upfront.



**At a kiosk:** Walk through our zoom-in and tagging features.

GROW YOUR

# MARGINS

LET BUYERS KNOW THEY'LL CUT COSTS AND KEEP MORE MARGIN WITH MANHEIM EXPRESS.

## HELP THE DEALER THINK DIFFERENTLY:

"Overhead costs are taking a big bite out of your bottom line. You might think buying online won't help you save, but you may not realize that Manheim Express actually helps you keep more money in your pocket."

## SHOW THEM THERE'S ANOTHER WAY:

"I'll show you how dealers are buying vehicles without the costly fees."

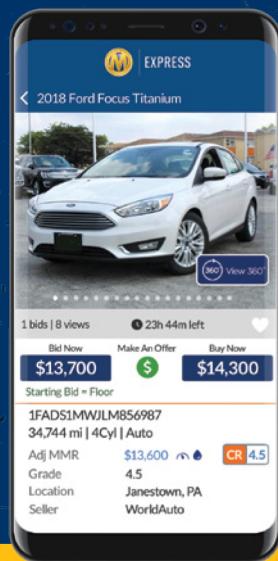
## HOW MANHEIM EXPRESS IS DIFFERENT:

Manheim Express helps you **grow your margins** with lower fees, reduced transportation costs and inventory that's priced to move.



### CHALLENGER CHECK-IN:

*Use rational drowning and provide a stat that details how overhead costs are hurting their margins.*



## CLOSE THE DEAL:

You've made your pitch — now it's time to close.



**At a dealership:** Break down our fee structure.



**At an auction:** Schedule a visit at their dealership to break down their potential savings.



**At a kiosk:** Walk them through how much they could save.

GROW YOUR MARGINS

**EXPAND YOUR**

# **MARKET**

**LET BUYERS KNOW THEY'LL CHOOSE FROM A WIDER VARIETY OF INVENTORY ON MANHEIM EXPRESS.**

## **HELP THE DEALER THINK DIFFERENTLY:**

"Finding inventory that fits your needs isn't easy. You might think you're stuck with the same old choices, but you may not realize that Manheim Express can help you find the right buy every time."

## **SHOW THEM THERE'S ANOTHER WAY:**

"I'll show you the cars you're really looking for." without the costly fees."

## **HOW MANHEIM EXPRESS IS DIFFERENT:**

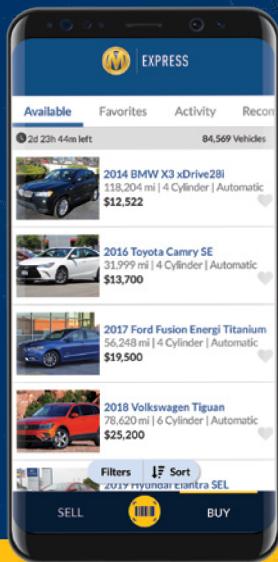
Manheim Express helps you **expand your market** with access to over 84,000 daily listings.\*

\*Manheim daily average March 2018 – March 2019



### **CHALLENGER CHECK-IN:**

**Reframe** the dealer's perspective on their lack of options by highlighting the vast Manheim Marketplace<sup>SM</sup> and influx of inventory from commercial sellers.



**EXPAND YOUR MARKET**

## **CLOSE THE DEAL:**

You've made your pitch — now it's time to close.



**At a dealership:** Show them our wide variety of listings.



**At an auction:** Schedule a visit to their dealership to discuss how we make it easier to find the right inventory.



**At a kiosk:** Walk them through our influx of inventory from commercial sellers.

# TAKE BACK YOUR TIME

LET SELLERS KNOW THEY CAN GET INVENTORY INTO THE MARKETPLACE QUICKLY AND SAVE TIME ON MANHEIM EXPRESS.

## HELP THE DEALER THINK DIFFERENTLY:

"Finding time to list vehicles isn't easy. You might think there's no other way, but you may not realize that Manheim Express can free up time in your day."

## SHOW THEM THERE'S ANOTHER WAY:

"I'll show you how to make listing much easier."

### HOW MANHEIM EXPRESS IS DIFFERENT:

Manheim Express helps you **take back your time** by listing vehicles for you.



#### CHALLENGER CHECK-IN:

**Teach the dealer how much time they can save by having a Concierge Specialist do their listings for them.**

### FEATURES THEY NEED TO KNOW:

- Concierge Specialists will take photos, inspect vehicles and list them from your lot.
- The Guaranteed First Bid<sup>SM</sup> ensures your listing of any qualifying vehicle\* is bought by Manheim for a fixed price.

\*Eligibility requirements to get a Guaranteed First Bid: Vehicle must be 15 years or newer, vehicle must be under 175K miles, adjusted MMR cannot exceed \$35K (adjusted MMR for "As-Is" vehicles cannot exceed \$10K), vehicle must have a CR grade higher than 1.5 (Concierge or AutoGrade), vehicle must not be tagged as "Salvage," and vehicle must not have title brandings.

### CLOSE THE DEAL:

You've made your pitch — now it's time to close.



**At a dealership:** Help them list a vehicle or schedule a visit from a Concierge rep.



**At an auction:** Arrange for a Concierge rep to start listing for them.



**At a kiosk:** Walk them through our quick listing process or schedule a visit from a Concierge rep.

TAKE BACK YOUR TIME

EXPAND YOUR

# MARKET

LET SELLERS KNOW THEY'LL ALWAYS MAKE A  
SALE ON MANHEIM EXPRESS.

## HELP THE DEALER THINK DIFFERENTLY:

"Making sales in a tight market isn't easy. You might think there's no other way, but you may not realize that Manheim Express can guarantee your vehicles get sold."

## SHOW THEM THERE'S ANOTHER WAY:

"I'll show you how to make a sale no matter what."

## HOW MANHEIM EXPRESS IS DIFFERENT:

With over 150,000 unique buyers,\* Manheim Express **expands your market**, and it offers a Guaranteed First BidSM to ensure a car with no other offers is bought by Manheim for a fixed price.

\*Manheim data 2018



Teach the dealer how Manheim Express can help them move aging inventory off their lot within 48 hours.



## CLOSE THE DEAL:

You've made your pitch — now it's time to close.



**At a dealership:** Show them how the Guaranteed First Bid works on the app.



**At an auction:** Schedule a visit to discuss the advantages of listing on our marketplace.



**At a kiosk:** Walk them through how the Guaranteed First Bid works.

EXPAND YOUR MARKET

# 3 HELPFUL RESOURCES

- Visit **SEISMIC** to access our one-sheets and videos.
- Check out our **ACTIVATION GUIDE** for an overview of what we offer.
- Our **B2B SITE** breaks down every benefit of dealing on Manheim Express.

# MANHEIM EXPRESS FEE STRUCTURE

BELow IS A BREAKDOWN OF OUR BUYER AND SELLER FEES.

FOR BUYERS		
VEHICLE VALUE		BUY FEES
\$0–999	➤	\$40
\$1,000–2,999	➤	\$100
\$3,000–4,999	➤	\$150
\$5,000–9,999	➤	\$175
\$10,000–14,999	➤	\$225
\$15,000–19,999	➤	\$275
\$20,000–99,999	➤	\$350

FOR SELLERS		
LISTING TYPE		SELL FEES
Self Service	➤	\$50
Concierge	➤	\$100

# FREQUENTLY ASKED QUESTIONS FROM DEALERS

**Q:** What makes inventory on Manheim Express different?

**A:** Manheim Express inventory is always fresh and priced aggressively to move.

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**Q:** How do I sign up for the Concierge Service?

**A:** Request Concierge Service from the Manheim Express app or call 866.626.4346.

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**Q:** What are my next steps after I sell my vehicle?

**A:** When selling on your lot, work with our Dealer Services team at the facilitating auction location. A Manheim team member will verify when you're permitted to release the vehicle to the buyer. For a vehicle at auction, you'll receive a confirmation email with more details and can turn the title in as usual.

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**Q:** What are my next steps if I redeem a Guaranteed First Bid offer?

**A:** You will first receive a redemption eligibility email. Respond within 48 hours and transport your vehicle to the facilitating auction location within seven days. If the car clears inspection, you'll receive payment within three business days after the vehicle and title are received.