



LotPro® Subprime Selling System

The LotPro Subprime Selling System is an entry level sub prime process for dealerships whose goal is to achieve long term success in subprime. By minimizing the risks and removing the barriers most often associated with sub prime sales, any store, regardless of experience level, can implement the system without adding additional personnel, departments, or expensive ad budgets.

The system builds the foundation necessary for long term success by distributing subprime roles, responsibilities, and knowledge amongst many groups with the store; sales, management, F & I, and administrative personnel. In addition, the LotPro system is a pay as you grow model with no long term contracts.

Inventory Management

This is the first step in installing the system. Once the store has mastered the process of keeping their inventory values up to date additional models can be added.

Inventory management is critical to subprime success. Today, lenders use varying books and conditions on which they base their advance. Additionally, some valuation companies, such as Black Book update their values weekly. Successful subprime dealers maintain current book values for their used car inventory at all times.

How Lenders value inventory

- Chase → Black Book Finance Advance
- Americredit → Clean NADA trade (Eastern States)
- Friendly Finance Company → Clean Black Book
- CPS → Clean NADA or Kelley Blue Book Wholesale
- Most Credit Unions → Clean NADA Retail (Eastern States)

Deal Excelerator

The second step in the installation process is the addition of the Deal Excelerator. The LotPro Deal Excelerator allows you to compare your entire inventory with multiple lender callbacks in just the click of a button.

By utilizing the Deal Excelerator, you will:

- Know what the lender will approve before you negotiate with the customer.
- Save valuable time and streamline the process
- Instill confidence in your sales force

Bankruptcy Marketing System

Once you have your inventory system in place and can work deals with the Excelerator, it's time to add the Bankruptcy Marketing System to drive ideal subprime candidates to your store.

Simple CRM

The final step in the process is to get more people involved. This is accomplished by adding the LotPro Simple CRM, additional users, and online training modules. Most stores use some sort of technology to manage their prospect base. The LotPro Simple CRM is not meant as a replacement for these technologies. The LotPro Simple CRM is designed specifically to shorten the learning curve, and streamline the subprime sales process.

Additional Users & Online Training Modules

Are your sales personnel and managers subprime certified? They could be with LotPro. Our 24 online training modules cover every aspect of subprime, and each module has a quiz so you can monitor your staff's progress.