

Automotive Trade and Repair Shops Used Car Sales



Conquering challenges in the pre-owned market

Dealerships selling pre-owned cars in competitive markets must source and maintain quality vehicle inventories, develop effective in-house and online marketing strategies, provide value at the best possible price and deliver excellent customer service. We conduct a wide range of services supporting used car dealers in their efforts to ensure quality products and services while boosting sales and growing their business.

Revenue – maximizing profits

Quality products, effective sales incentives and strong service skills can significantly boost customer traffic and increase profits. DEKRA provides objective personnel training, effective coaching and performance auditing. Our comprehensive consulting services help you implement digital marketing and event planning strategies designed to drive sales for maximum earnings.

Automotive Brand Performance Audits

Strong brand performance and competitive power relies on effective strategies, coherent structural elements and coordinated communication throughout the complex network of international manufacturers, retailers and consumers. We conduct distribution network integrity audits to help dealers realistically assess business practices and systems aiming to drive sales and provide the best possible customer service for increased profits. Strengthen your distribution and customer services network with our customized Automotive Standard Audits.

Connected, Autonomous, Shared, Electric (CASE) Mobility Training

Connected, autonomous, shared, and electric (CASE) mobility brings with it radical change to every part of the mobility value chain, and each of these requires new, innovative training concepts. From manufacturing to aftersales, mechanics or roadside assistance, we have the expertise and training programs you need to ensure that your employees will be safe and effective in this new environment.

Digital Marketing Consulting

Our experts will work with you to build your understanding and knowledge of all the main channels and techniques, from promoted social media campaigns on Facebook, LinkedIn, etc., to Google Adwords, retargeting campaigns, SEO, social media management, email marketing, analytics and reporting. Helping you to reach the right people at the right time with relevant messages.

Events Management

Effective B2C events boost automotive dealership sales by focusing on private sales and run-off stock. Targeted events can also be used to bring additional customers into the showroom and clean up your database. This will facilitate a new life cycle with these clients. We support you at all points, from event planning, targeting and marketing to sales force briefing and post-event analysis and reporting.

Fleet Management Training

Cost efficient and effective management of diverse car and truck fleets depends on strong policies and operational processes. DEKRA provides fleet management training courses focusing on important issues such as risk evaluation, inventory, cost control, depreciation, maintenance, operational policy, financial resilience, sustainability and climate protection requirements to help used car dealers optimize their handling of valuable stock.

Lead Management

Acquiring new customers and ensuring loyalty demands a proactive approach and a reassessment of conventional methods. To remain competitive, dealerships need to shift from a 'push' to a 'pull' strategy. This means taking the initiative and contacting potential customers as early as possible in their decision-making process. We support you in proactively addressing potential customers, managing calls, guiding and nurturing customers and generating valuable leads within your target groups.

Used Car Management and CPO Program

Improving used car business can substantially boost revenues, not only through raw sales alone, but by attracting new customers and supporting after sales activities. Our experts can help you take full advantage of regional and national sales potential, establish efficient processes, streamline inventory management and implement professional lead management. Our services cover market benchmarking, customer expectations, positioning, best practice techniques and training. We also support you in formulating your CPO customer promise, standards, handbook, performance assessments and more.





Return – safeguarding investment

The strength and sustainability of any company relies on well-kept facilities, functional equipment, qualified personnel and stable financial reserves. DEKRA services include effective coaching, accredited employee training and management courses as well as certifications of your management systems according to international standards aimed at maintaining critical assets and protecting your overall investment.

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Business ChaMP (Change Management Program)

Successful businesses must be able to adapt to changing circumstances with established and effective management strategies and implementation plans. DEKRA experts help you reliably review and accurately determine your current liquidity status as well as optimize and increase liquidity reserves for a strong and sustainable business model. We support you in your efforts to develop and implement integrated planning so you can react quickly and appropriately to both expected and unforeseen changes or challenges to ensure your liquidity capabilities and reduce risk to your business.

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Digital ChaMP – Transformation Change Management Program

The biggest challenge of digitalization is not technology, but the speed at which change takes place. That's why DEKRA provides customized digitalization consulting focused on people and organizations rather than technology. After a Digital Readiness Check to indicate areas of improvement, our modular Change Management Coaching will guide companies through the digital transformation process and the development and implementation of a successful digital strategy.

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Used Car Management and CPO Program

Developing a CPO (certified pre-owned) program improves used vehicle volumes and profitability. Our experts can help you take full advantage of regional and national sales potential, establish efficient processes, streamline inventory management and implement professional lead management. Our services cover market benchmarking, customer expectations, positioning, best practice techniques and training. We also support you in formulating your CPO customer promise, standards, handbook, performance assessments and more.



Quality – ensuring excellence

The good name and reputation of your business hinges on the outstanding quality of your goods and services. Comprehensive DEKRA training courses and quality management systems certifications are designed to help you assure your customers receive only the highest caliber products and excellent customer support.

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Digital Expert Qualification

Meeting the demands of digital transformation means having employees who are both professionally and methodically trained to initiate and drive transformation processes in a goal-oriented manner and to ensure the sustainability of the transformation. Together with you, we define the areas of responsibility and derive the skills, competencies, responsibilities and collaborations required for this role profile. Depending on the skills and abilities already available, appropriate, individual coaching sessions are developed to fully address the defined tasks.

Examination of Experts for Car Dealers

Qualified employees trained to uphold the highest technical and customer service standards are critical to the strength and reputation of your brand as well as the success of your company. These standards of excellence are the backbone of our DEKRA personnel certifications providing internationally recognized credentials from a respected third party. We provide objective assessment and validation of individual skills to ensure employee confidence in their ability to appropriately perform quality used car sales and services at the levels you and your customers expect.

High-voltage Vehicle Training via Digital Learning Tools

DEKRA e-mobility training is a digital response to the increasing use of electric vehicles around the world. Technicians working with electric vehicles require new sets of skills and knowledge to ensure safe and effective operation. Using digital learning tools, we will train your technicians in the safety and protection measures they need to use to stay safe when working on high-voltage systems.

Privacy Information Management System

With a privacy management certification according to ISO 27701, you fulfill normative requirements and demonstrate to the outside world your efforts for improved information security and effective safeguarding of personal data.

Quality Management System

Reliable quality management based on ISO 9001 ensures high quality processes, products and services. A central feature is its risk-based approach, which identifies opportunities and risks, derives appropriate measures and evaluates their effectiveness. This ensures that the quality management system and the accompanying processes in your organization achieve the desired results.

Quality Management System Training

A successful audit requires a true understanding of the requirements set by the ISO 9001 standards. This training program includes hands-on workshops to prepare you for real life auditing situations. You will learn to manage the audit process and complete reporting in a collaborative and engaging environment.

Used Car Management and CPO Program

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Customer Satisfaction – creating loyalty

Satisfied and happy customers generate repeat business over years and tend to share their positive experience with others. DEKRA provides comprehensive support focused on strengthening your efforts to ensure outstanding customer care both before and after customers buy your product or use your services to foster trust and encourage new customer growth.

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Strong brand performance and competitive power relies on effective strategies, coherent structural elements and coordinated communication throughout the complex network of international manufacturers, retailers and consumers. Automotive mystery shopping according to a checklist provides a magnifying glass enabling you to examine the quality, effectiveness and personal reach of your frontline customer service strategies and representatives. It offers a unique opportunity for critical analysis and improvement based on the unfiltered, real-life experiences of your customers.

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Customer Experience Training and Coaching

Although the automotive sector faces unprecedented challenges, positive interaction and a focus on customer satisfaction are still the best tools paramount to sustaining competitiveness and increasing sales. DEKRA helps used car dealers to ensure that sales staff incorporate new sales channels and an emphasis on customer experiences seamlessly and effectively into their processes. We perform in-depth analysis for each individual dealer, including a cultural survey, personal profile, physical environment, online and frontline reviews, documentation, systems analysis and feedback. Based on the results, we propose a SMART action plan and conduct bespoke in-house training to sensitize employees to the customer experience.

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Added Value – expanding capabilities

Your business depends on your ability to consistently deliver high quality products and services. DEKRA experts can provide supplemental services to support you in your efforts to build a strong, resilient and profitable business.

Cyber Security and Data Protection

With the continual increase of cybercrime and data security breaches, IT security has been thrust to the forefront of every business operating in the connected world. From penetration testing to risk assessment, our 360° services are based on a comprehensive analysis of your IT processes. We help you design and implement effective security systems, designate a qualified information security officer and use behavioral technology to optimize the cyber security strategies and systems protecting your business, Internet-of-Things (IoT) and Machine-to-Machine (M2M) networks.

Data Protection and Data Security Training

Regulations mandating data protection standards have become more stringent and the costs of non-compliance greater than ever before. Whether your business is subject to the GDPR, other statutory requirements, or simply understands the value of effective data protection, it is a challenge to stay abreast of developments and navigate the complexities of this evolving issue. DEKRA data protection courses are designed to help you determine how international regulations affect your company and provide an opportunity to educate your team about current data protection strategies and solutions. A strong foundation in data protection enhances your resilience, protects you from data loss and strengthens your company reputation.

Energy Management System

ISO 50001 is based on the quality standard ISO 9001 and the environmental standard ISO 14001. This enables organizations to convert their existing energy and environmental management systems into a systematic energy management system. Key features include developing a company policy for the more efficient use of energy, data analysis of energy consumption in all major areas and continuous monitoring of measures.

Health, Safety and Environment (HSE) and Sustainability Solutions

Our services aim to help organizations optimize workplace health, protect the environment and foster a culture of safety and care. Our experts help you reach your safety goals with a range of tailored services including advisory, risk assessments, coaching and training or on-site support. We share tools and strategies for maintaining the optimal physical and mental health of your team, for protecting the environment, for managing data and for preventing fire and explosions. Whether compliance, education or corporate sustainability management, we are equipped to provide innovative, tailored solutions that help you reach your sustainability goals.

Information Security Training

Information is the greatest asset of a successful business, making information security paramount for any corporate endeavor. Our IT and cyber security training programs empower your employees to competently and confidently use information technology while reducing risk and protecting you from economic harm. DEKRA instructors provide your staff with the expertise they need to ensure strong and reliable information security strategies and systems to shield customers and safeguard your business.

Mandatory and Voluntary Inspections

DEKRA experts ensure that the equipment and processes you use are fully compliant with all necessary standards and legal requirements, whether it concerns electrical or fire protection, ventilation installations, or through specific measurements of the environmental/workplace related pollution. Our services help you remedy occupational health and safety (OHS) issues, mitigate brand impacts, and ensure workers' safety and environmental sustainability.

Due to impartiality and independence requirements of regulatory authorities, services may have to be performed by different, mutually independently operating DEKRA units.

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