

**Chapter 24 Stock Handling and Inventory Control
Career Chatroom Career Profile**

Mike King

Used Car Manager, Rodman Ford

Q What do you do at work?

A My job involves wholesaling, buying, and reconditioning pre-owned vehicles to sell on our lot and to other dealers. I attend auctions about three times a week and work two shifts on the floor. It is important for our dealership to keep at least 70 units on the lot at all times because our sales quota is to flip 50 cars a month. At auctions, I am looking to stock our inventory with vehicles that I think our customers will want—that includes vehicles with low mileage and lots of popular options, such as navigation systems or sunroofs. We try to keep two to three cars of each model in stock, each with different colors, options, and price points. In this business, you have to stay competitive. To do so, we offer a custom-buying program, executive locate service, and we do a lot of radio and print ads. Seventy-five percent of our business is repeats and referrals—Rodman Ford has been in business for 50 years, so people know who we are and what we can provide.

Q What was your first job in marketing?

A I started off selling pre-owned vehicles on eBay. It was an Internet sales position that involved advertising not only on eBay, but also on other sites such as cars.com, autotrader.com, and Craigslist. I learned a lot about wholesaling, pricing, and buying levels.

Q What skills are most important to you?

A Networking is number one. If you can't network, you will not make it in this business. Product and market knowledge is very important too—know pricing and what you'll be able to sell a car for either at wholesale or retail. You need to be driven, have to be able to handle rejection, and know how not to take “no” for an answer.

Q What is your key to success?

A Motivation is key for me. Being in commission sales, I have to keep my motivation up and stay positive.