



GETTING STARTED WITH VIPER; DEALERSHIP OPERATIONS



After your VIPER unit is installed, dealers should follow these recommended processes, organized by who owns each step and when it happens, to scale acquisition opportunities and maximize upsell revenue.

1. ACQUISITION WORKFLOW (SERVICE LANE)

This is the front-end process that catches opportunities before, during, and immediately after a service visit.

Owned primarily by the service advisor and acquisition specialist.

- ▶ **IDENTIFY HAND-RAISERS EARLY.** Flag service customers who've expressed interest before their appointment so no opportunity is missed once they're on-site.
- ▶ **DRIVE EVERY SERVICE VEHICLE THROUGH THE SYSTEM.** Full lane coverage is what makes the process consistent and repeatable; skipped vehicles are missed opportunities, not saved time.
- ▶ **ACTIVATE ACQUISITION TEXT ALERTS.** You'll be notified the moment a vehicle on-site meets your acquisition needs. Your message requirements should prompt an offer on every qualifying vehicle, not just the obvious ones; cherry-picking leaves money on the table.
- ▶ **TOUCH EVERY INSPECTION IN THE VIPER DASHBOARD.** Verify mileage and complete the Condition Report (CR) each time. A completed CR is also what unlocks the wholesale guarantee on that vehicle, so this step protects both offer accuracy and guarantee eligibility.
- ▶ **PRINT OR SEND AN OFFER FOR EVERY VEHICLE.** Every completed inspection should produce a customer-ready offer that can be handed to the customer.
- ▶ **HAVE AN ACQUISITION SPECIALIST READY TO WALK THE CUSTOMER THROUGH IT.** A talk track and a printed offer sheet in hand provides transparency and turns the offer into a conversation.



2. TRADE APPRAISAL WORKFLOW (SALES DESK)

This runs independently of the service lane and covers vehicles coming in as trades at the point of sale.

Owned by the sales manager.

- ▶ **ROUTE EVERY TRADE APPRAISAL THROUGH VIPER.** One consistent process for every trade, regardless of who's working the deal.
- ▶ **SALES MANAGER** completes the condition review by verifying mileage, and completing the CR in VIPER.
- ▶ **PUSH THE APPRAISAL INTO ACV MAX OR YOUR PREFERRED IMS.** This keeps appraisal data connected and consistent across systems rather than living in two places.
- ▶ **COMPLETE THE BOOK-OUT.** Fully book out the vehicle in ACV MAX or your preferred IMS, adding recon costs and notes for a complete, accurate valuation.

3. SERVICE UPSELL WORKFLOW

This runs any time a vehicle is in for service, whether or not it's also being evaluated for acquisition or trade.

Owned by the service advisor.

- ▶ **CONFIRM TIRE UPSELL ALERTS ARE ACTIVATED FOR YOUR STORE.** This is what allows your team to act quickly the moment a tire opportunity is flagged.
- ▶ **VERIFY AND COMMUNICATE EVERY TIRE ALERT TO THE CUSTOMER.** This is the step that turns VIPER data into actual revenue rather than a dashboard notification.
- ▶ **USE VIRTUAL LIFT IMAGES AS PROOF POINTS.** Photos of oil leaks or undercarriage damage build customer trust and make the upsell conversation evidence-based instead of a sales pitch.
- ▶ **MAINTAIN DOCUMENTED VEHICLE CONDITION PRIOR TO SERVICE.** This record validates, or invalidates, customer claims down the line.

PRO TIP:

IF THE BODY SHOP IS LOOKING FOR ADDITIONAL WORK, LOOP THEM INTO THE SERVICE INSPECTION REVIEW PROCESS.

QUESTIONS?

Contact our VIPER support team for additional questions and support needs.

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