

*Step-by-step guide*

# **ADESA<sup>®</sup>** **DEALERBLOCK<sup>SM</sup>**

*Bid now events or buy now pricing*

**SELLER PERFORMANCE PANEL**



**ADESA<sup>®</sup>.COM**



## SELLER PERFORMANCE PANEL OVERVIEW

### A better way to manage your wholesale operations

ADESA.com provides sellers of offsite online inventory with the ability to monitor key indicators related to their online sales performance, using the Seller Performance Panel. These performance indicators provide an assessment of your own performance along with comparisons to industry benchmarks. Performance reports are available to view online and can be exported as Excel files.

**NOTE:** Currently, the Seller Performance Panel is only applicable on vehicles not being sold from physical auction locations.

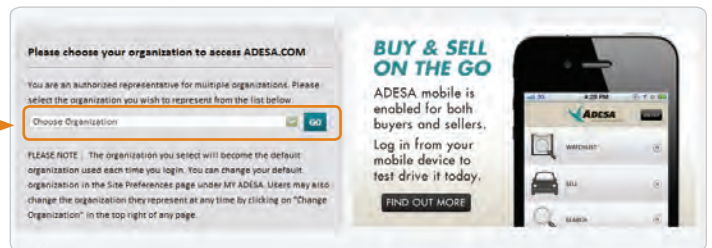
### 1. LOG IN VIA ADESA.COM

- Enter your user ID and password.



IF YOU ARE NOT YET REGISTERED:

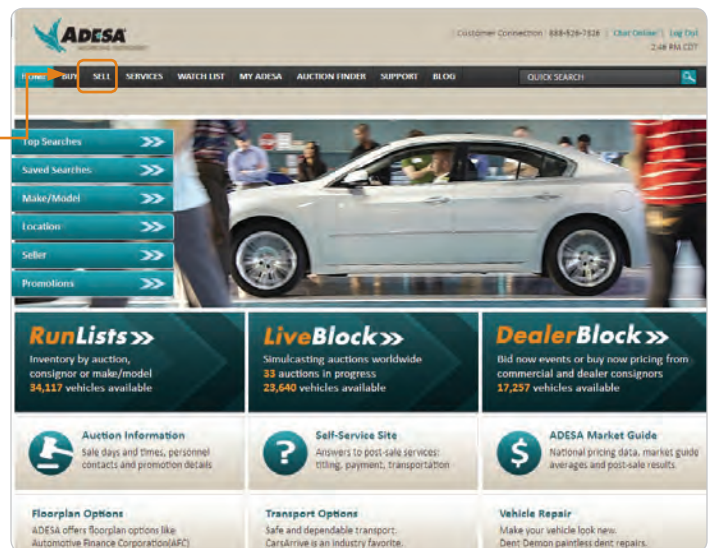
- Click REGISTER NOW.
- Complete and submit the online registration form; Customer Connection will then contact you to complete your registration information.



**NOTE:** Effective July 2013, for users associated to more than one organization, you will be prompted to choose an organization at your first log in. This will set the default for all subsequent logins. Users can change the default organization by accessing MY ADESA in the main navigation and then SITE PREFERENCES in the sub-navigation bar.

### 2. ACCESS THE PERFORMANCE PANEL

- Once logged in, click on SELL on the main navigation bar, then click on PERFORMANCE on the sub navigation bar.



### 3. UNDERSTAND THE PERFORMANCE PANEL

The performance indicators on this screen provide an assessment of your own performance along with comparisons to industry benchmarks.

NOTE: For comparisons to industry standards, note the stars on the screen. The stars displayed next to a data point on the PERFORMANCE PANEL are indicators of how your performance ranks relative to industry benchmarks, with three stars representing the best performance.

NOTE: Data for the PERFORMANCE PANEL is updated only once daily. The date and time of the last update is shown on the bottom right corner of the page.

NOTE: Information from the last six months is available from the Performance Panel, including:

- Units listed for sale (total)
- Total sales
- Sales rate
- Average time to title/registration (with T/A and Balloon Notes separated out)
- Number of titles/registrations not yet received by ADESA
- Success rate (the percent of sales that were not unwound)
- Concession rate (the frequency with which concessions were offered on sales)
- Funds currently due to ADESA

	Order	Oct 12	Nov 12	Dec 12	Jan 13	Feb 13	Mar 13	Total
Units Listed for Sale		453	14	45	209	180	83	1084
Total Sales		75	1	4	75	48	7	210
Sales Rate		17%	7%	9%	36%	27%	8%	27%
Average Time to Closing (days)		11	11	11	11	11	11	11
Avg T/A, with Balloon Notes		13.8	13.8	13.8	13.8	13.8	13.8	13.8
T/A or Balloon Notes		1	0	0	1	0	0	2
Titles/Registrations Not Yet Received		0	0	0	0	0	0	0
Success Rate		100%	100%	100%	100%	100%	100%	100%
Concession Rate		0%	0%	0%	0%	0%	0%	0%
Amount Due ADESA		\$0	\$0	\$0	\$0	\$0	\$0	\$0
Average Time to Pay ADESA (days)		0	0	0	0	0	0	0

### 4. ANALYZE YOUR PERFORMANCE

- Export data to an Excel file by clicking on the OPEN WITH EXCEL on the top right of the screen.
- To drill down further on a particular data point, click on any text that appears in a teal font.

NOTE: In this example, 453 units were sold during the month of October 2012.

