

If the customer indicates they have a trade:

Return with “Great News,” but include the following:

“We also have a Wholesale Appraiser here purchasing vehicles and he really wants your (*Trade Vehicle*) and guarantees the absolute highest trade value in town. When is the soonest we can get together, can you head over now, or later this afternoon?”

If the customer still wants to know the value before coming in:

I want you to be aware that about HALF the value of a trade-in depends on the professional opinion of the appraiser. If we do this over the phone, we HAVE TO err on the low side because I certainly don’t want to over-promise and then lower the number when you get here. So no matter what number I give you “sight-unseen,” it’s going to be lower than you want. It’s only by doing a physical inspection and TEST DRIVE of your vehicle that we’re able to give you the highest trade offer. I have openings as soon as _____ or _____, which would work better for you?”

The customer insists because they’re coming from a long distance:

I understand that you’re coming from a long distance, but that’s even more of a reason why I don’t want to over promise and under deliver. I know it’s a bit of a risk for you to travel this far without having the financials 100% locked in, but I’m asking you to trust the process. I know you’ve probably checked the values on Kelly Blue Book or some other online trade evaluator and we’re going to be pretty close to those numbers. When is the soonest we can get together?

The customer insists “Just give me a ballpark number.”

Sure! Sp, wince you know your vehicle better than I do, you can actually do this right from home. Have you checked on Kelly Blue Book, or any other third party trade evaluation websites? If you enter your vehicle information, and this is the thing - accurately report the condition, then those trade values are fairly close to what we’ll be able to offer. In fact we use all those sources to help calculate a fair trade value. Still, the only way to get our highest offer would be to have us do a physical inspection and test drive, so when is the soonest we could do that? Could you head over now, or would later today work better?