

The Trade-In Script.

Ask early. Ask *every time*.

Every appraisal starts with one question, asked the same way, on every up. This is the word track Chris referenced on LotTalk: how to surface the trade, keep the customer talking, and capture the vehicle in your CRM even when they say they're selling it themselves.

THE OPENING QUESTION — SALESPERSON

“Mr./Mrs./Ms./Miss customer – will you be trading a vehicle in, replacing one, or adding to the fleet in your driveway? Or do you have a vehicle that you are selling outright yourself?”

FOUR RESPONSES YOU'LL HEAR — AND HOW TO ANSWER EACH ONE

01 CUSTOMER **“Yes. I am trading _____.”**

SALESPERSON “Fantastic. Let’s walk outside and do a preliminary inspection of the vehicle. Tell me everything you love about it. What things would you change about it?”

02 CUSTOMER **“No. I will be handing down my vehicle to _____.”**

SALESPERSON “Very generous of you. If you don’t mind me asking, what kind of vehicle is it? Before handing it down, we highly recommend bringing it by and using our service department to get it ready for the next owner!”

03 CUSTOMER **“No. Simply buying another vehicle.”**

SALESPERSON “Perfect. Let’s get started!”

04 CUSTOMER **“No, I am not trading. I am selling my vehicle outright.”**

Heads up: defensive walls might come up here.

SALESPERSON “Oh, that is perfect. We get hundreds of customers come through our doors daily. We cannot stock everything that everyone is wanting. If I happen to run across a customer that is looking for a vehicle like yours, would you mind if I sent them your way?” (More than likely, the customer is going to say yes.) “Great — what year is it? Make? Model? Options? Color? Odometer? And how much are you selling it for?”

THEN LOCK IT IN — CRM STEP

Add the vehicle to the **trade section in the CRM**. Make a big note that reads something like this: **“Customer is NOT trading this vehicle. They are trying to sell it outright themselves for \$_____.”**