

#### 4. LOOKING AT THE TRADE (SOMETIMES REFERRED TO AS WALK DRIVE APPRAISE WDA):

WHAT	WHY	HOW	YOUR TAKE
SELL THE IDEA OF LOOKING AT THE TRADE TOGETHER WITH THE CUSTOMER	GETS THE CUSTOMER ENGAGED AND RELAXED. THEY BECOME THE SELLER  IT APPEARS TO BE EASIER TO BUILD A MORE ACCURATE PROFILE AND UNCOVER FINANCIAL INFORMATION AND BUYING CRITERIA NATURALLY AT THE CUSTOMER'S VEHICLE.	"We do things a little different here because we know the trade will probably play a part in any deal we may do."  We have buyers all over the country to help get the best price for you"  So let's work together to get as much information as possible.	
WALK AROUND THE TRADE WITH THE CUSTOMER AND COMPLETE THE APPRAISAL FORM	THE VEHICLE IS FULL OF DNA.  CONDITIONING, FUEL, REGISTRATION, TOW BAR, CHILD SEATS, SPORT STICKERS. GOOD RAPPORT BUILDING DETAIL  IT IS NOT ESSENTIAL TO DRIVE THE TRADE UNLESS THERE IS A PERCEIVED BENEFIT TO THE CUSTOMER IN DRIVING THE VEHICLE WITH THEM (OR YOUR PROCESS DICTATES YOU DO) DURING THIS PRE-APPRAISAL. THIS PROCESS ASSISTS GREATLY IN RAPPORT BUILDING AND IS A VITAL PART OF THE QUALIFICATION.	Touch any scratches, this bring defects to the attention of the customer without you saying anything negative.  "Did you invest in rust proofing, paint protection, fabric protection?"  "Did you invest in an Extended Warranty?"  (Great that will help our valuation manager get you a great price for your trade in)	
CONTINUE TO BUILD CUSTOMER CRITERIA	HOW THEY BOUGHT THE VEHICLE WILL DETERMINE HOW THEY WILL BY NOW	"How long they have owned the vehicle, has it been a good car, (Good or bad) that's the <i>best time to trade</i> , If they had owned it for 2-3 years or more say "If you financed it will be paid or close to being paid by now I suppose"  Be alert for dominant buying motives that come out in conversation.  "My manager will do a more in depth assessment and work with our buyers to get the best price for you, which will give us time to go on a test drive"	