LOOKING AT THE CUSTOMER’S TRADE WITH THE CUSTOMER

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LOOKING AT THE TRADE / WALK DRIVE APPRAISE (WDA) PROCESS

Encourages them to want you to do the walk around with them.

Creating a structured process for walking around a trade-in vehicle with a customer can enhance the customer experience and provide valuable insights into their decision-making strategies and buying motivations. It is a similar process as presenting with passion.

Example:

"We appreciate that if you have a vehicle or vehicles you want to sell before you buy how frustrating and time consuming it can be. We do things a little differently because we know it is an important decision."

"If you are selling your existing vehicle taking into consideration the challenges of selling privately and having to deal with scammers, people who don't turn up and silly offers to say the least. We will make the transaction safer and quicker."

"We have selected buyers as well as our valuation department to get the best price for your vehicle. Plus, you can take advantage of the new vehicle deal today, save time and money."

Let's work together and see what we do for you?"

LOOKING AT THE TRADE OR WALK DRIVE APPRAISE (WDA) is not about valuing the customer's vehicle.

It appears to be easier to build a more accurate profile and uncover financial information and buying criteria naturally in the customer's vehicle. Although not essential, there is an advantage in driving the customer's vehicle with the customer during this pre-appraisal. It will assist greatly in rapport building.

Before the process:

The salesperson needs to:

- Make it clear they are **not doing the valuation**
- Explain to the customer to help you establish as much information to help you achieve a good price
- Get the customer involved.

Primary purpose

- Getting to know about the customer's trade-in vehicle
- Having the opportunity to complete the pre-appraisal form
- Looking at any accessories that are fitted to the trade vehicle e.g. Towbar, accessories, full tank, window tint and registration, that may be used later to assist in reaching agreement
- Be informed of their previous purchase with finance, service and selection criteria

Key points to the process

- Puts the customer at ease
- Prepare the customer for a realistic trade figure
- Ensure the customer is involved in the process
- Drive with the customer (If company policy)

INTRODUCE LOOKING AT THE TRADE

If the customer is difficult to slow down:

"Would it be any help to know what your vehicle is worth"
Here are some more suggestions on how to introduce the pre-appraisal to the customer in a non-threatening and positive manner:

"Bill, in order for me to get you the very best figure possible on your vehicle, it will help to walk around your vehicle together and answer any questions that helps build the value. Is that OK with you?"
If the customer resists the pre-appraisal:

"If we were to look at your vehicle first and take the basic details, you would save yourself some time while we look for the most appropriate vehicles among our selection for you.

Will you allow me to do that for you?"

To maximise the potential during the process, it is recommended the salesperson:

- Comments on positive features of their vehicle e.g. condition
- Notices and addresses negative features politely e.g. panel damage
- Influence the customer to trade because it is easier for them
- Listens actively
- Takes notes using the **pre-appraisal format**
- Investigates the customer's dislikes of their vehicle and the likes in the new one
- Gains information about options and accessories (current and new)
- Ensures the customer knows WE care
- Completes the pre-appraisal form together with the customer

Spending time with the customer and writing up the pre-appraisal will virtually guarantee that the salesperson will achieve more demonstrations and more write-ups which equates to more sales.....it's that simple!

PROCESS FOR WALKING AROUND THE TRADE-IN VEHICLE

WHAT	WHY	HOW
BUILD VALUE IN LOOKING AT THEIR TRADE EARLY	Get the customer engaged and relaxed. They become the seller	"Do you have a vehicle to trade?" "Great would it be any help to get an idea of what it is worth in the market?" "We do things a little differently here because we understand your trade will probably play a part in the deal, let's work together to get as much information as possible. We have selected buyers to help **get the best price for you when you're ready**"
WALK AROUND THE TRADE WITH THE CUSTOMER	The vehicle is full of DNA. Conditioning, fuel, registration, tow bar, child seats. sports stickers	Touching scratches, brings defects to the attention of the customer without saying anything negative. Check for signs such as re-conditioning, fuel, registration, and tow bar, child seats. sports stickers, other dealer information etc. Did you invest in rust proofing, paint protection, fabric protection? Did you invest in an Extended Warranty? (Great that will help our valuation department get you a better price for you) If not ("That's a shame")
CONTINUE TO BUILD CUSTOMER CRITERIA AND IDENTIFY DOMINANT BUYING MOTIVES	How they bought the vehicle will determine how they will by now. Clarify their motives for changing as this will help in the close. Criteria not just features and dominant buying motives	"Has it been a good car, (Good or bad) "That's the best time to trade." "What is annoying you about your old car? "What is important TO YOU in the new car?" "How long have you owned the vehicle?" "If you financed the vehicle, it must be close to being paid off right " Check next payment, registration due, next service (These can be ways of saving the customer money and creating a bit of urgency) 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"
SIGN POST THE PROCESS	To move to the manager intro and set up test drive	"Let's give this information to (Name) our (Position) and he will organise our valuation department to start the research which will give us time to look at some options and organise a test drive, follow me"
BUILD VALUE IN TRADING VERSES SELLING PRIVATELY	Increase your trade success ration	1. Convenience and Time Savings 2. Immediate Payment and Transaction Finality 3. No Need for Repairs or Detailing 4. Safety and Security 5. No Need for Advertising or Marketing 6. No Need for Roadworthy or Safety Certificates 7. Simplified Financing Process 8. Professional Appraisal 9. Potential Dealer Incentives **10. Fear of scammers and people who offer you crazy prices and don't turn up**

Questions hand out below

QUESTION TO ASK WHEN LOOKING AT THE TRADE: It is part of the qualification process.		
Question	**Purpose**	**How the Answer Helps the Salesperson**
What was the main reason you decided to buy your current vehicle?	Understand the customer's priorities and preferences.	Helps identify features or benefits that are important to the customer, allowing the salesperson to highlight similar features in new models.
How long have you owned it?	Determine the customer's buying cycle.	Provides insight into the customer's buying habits and potential readiness to purchase a new vehicle.
Is that how long you usually keep a vehicle?	Gauge loyalty and satisfaction with previous purchases.	Helps assess if the customer is likely to trade in regularly or if they are looking for a long-term vehicle solution.
If there was any finance, it is probably close to or paid off by now?	Assess financial readiness for a new purchase.	Helps determine if the customer is financially ready to trade in and purchase a new vehicle, potentially reducing financial objections.
Has it been a good car for you Good or bad say (Best time to trade)?	Evaluate customer satisfaction and timing for trade-in.	Identifies if the customer is satisfied with their current vehicle and if they are at a good point to consider trading it in for a new one.
If finance is owing, ask if it is a good idea to trade it in before the next payment.	Discuss financial implications of trading in now.	Helps the customer consider the financial benefits of trading in before the next payment, potentially making the trade-in more appealing.
What is the motivation to sell or trade it now?	Understand the customer's current needs and urgency.	Provides insight into the reasons for trading in, allowing the salesperson to address specific needs or concerns with the new vehicle options.
When is the next service due? **Registration due**	Evaluate maintenance needs and timing. And upcoming costs	Provides insight into potential upcoming expenses that could motivate the customer to trade in for a new vehicle with fewer maintenance concerns. Alao saves the cost for a vehicle they don't want.
Any accessories (Tow bar) **Warranty and aftermarket (Tint / PAF)**	Understand added value	Any additional features that could increase the trade-in value or be a selling point for the new vehicle. The potential need for warranty and aftermarket coverage in a new vehicle.

REMEMBER 10 REASONS TO TRADE

1. Convenience and Time Savings

2. Immediate Payment and deal done

3. No Need for Repairs or Detailing

4. Safety and Security

5. No Need for Advertising or Marketing

6. No Need for Roadworthy Certificates

7. Simplified Financing Process

8. Be in the new vehicle without delays

9. Take advantage of Dealer Incentives

10. Fear of scammers and people who offer you crazy prices and don't turn up

QUARTERLY TRADE IN ANALYSIS REPORT

DATE____

Stage / Metric	Have a trade	Appraised	Wins	Conversion
Week one				
Week two				
Week three				
Week four				

DATE____

Stage / Metric	Have a trade	Appraised	Wins	Conversion
Week one				
Week two				
Week three				
Week four				

DATE____

Stage / Metric	Have a trade	Appraised	Wins	Conversion
Week one				
Week two				
Week three				
Week four				