

In-Store Negotiation

Using the TradePending Market Report as a negotiating tool.

What should I do?

1.) Pull up your in-store closing tool link

This link allows you to value vehicles in your market without creating a new trade lead.

plugin.tradepending.com/_____

2.) Put trade vehicle details in with customer present.

This keeps things as transparent as possible for the customer.

TradePending Market Report

What should I say?

1.) Realities of the market

Locate where the vehicle lies on the market graph.

2.) Dealers Deductions

Go over the dealer deductions at the bottom and explain the process from value of trade to retail value. Cite NADA for Dealer Advertising Cost and Overhead.

3.) Discussing demand (if slow moving vehicle)

If the vehicle is not in demand, discuss time on lot and depreciation.

