

# SKILL SHEET

## SIGHT UNSEEN APPRAISAL

We need to be realistic enough to acknowledge that many of today's customers are wanting or requiring us to give them a trade value prior to their coming into the dealership. These requests must be taken seriously and handled in a way that provides the customer a set of benefits that will entice them into setting an appointment. This will be our first opportunity to either frustrate the potential customer or to WOW them!



### The Customer Should Send:

- the V.I.N. from the vehicle and current mileage (you then input into V-Auto)
- clear pictures of the exterior of the vehicle with pics of any trim-level badges
- clear pictures of the interior of the vehicle with specific pic of the odometer
- clear pictures of any upgraded options or equipment on the vehicle
- clear pictures of any damage on the vehicle's interior or exterior

*\*Ask the customer to take and send a minimum of 10 high quality pictures of the vehicle in landscape format. Accurate pics = accurate estimate.*

### If the Salesperson Calls Back:

*"Mr. Jones, this is \_\_\_\_\_ (your name) from Shottenkirk \_\_\_\_\_ (dealership)."*

*"I've got some great news for you. I shared all of the information that you gave me with my Sales Manager, and he/she said that your vehicle could be worth AS HIGH AS \$\_\_\_\_\_."*

*"He/she said It's definitely one that we would like to have and is excited to look at it."*

*"When did you have 15 minutes to swing by so that we can touch the vehicle and confirm that value?"*

*"I've got availability at \_\_\_\_\_ or \_\_\_\_\_, which one of those works better for you?"*

### If the Sales Manager Calls Back (recommended):

*"Mr. Jones, this is \_\_\_\_\_ (your name) and I'm the Sales Manager here at Shottenkirk \_\_\_\_\_."*

*"I've got some great news for you. I've looked at the information and pictures that you have sent over and I believe your vehicle could be worth AS HIGH AS \$\_\_\_\_\_."*

*"It's definitely one that we would like to have, and I really want a chance to look at it in person."*

*"When did you have 15 minutes to swing by so that I can touch the vehicle and confirm that value?"*

*"I've got availability at \_\_\_\_\_ or \_\_\_\_\_, which one of those works better for you?"*