Inbound Trade-in Lead Handling Checklist

Message and objective

- [ ] **Reps already know:**
  1) Real contact information
  2) Trade-in vehicle details
  3) Vehicle of interest (VOI) before they call

- [ ] The sole message and objective of the conversation over both phone and email is “We want to buy your car! When can you come in?”

- [ ] Reps can effectively overcome the common “I was just researching to see what my car is worth” objection

- [ ] Reps are instructed to sell the appointment, not the car and avoid giving or asking for more info than is necessary

Email outreach

- [ ] Reps have email templates for all common situations (normal, w/ VOI, fake phone #, “just researching” objection)

- [ ] Emails are short, casual, and personal - instead of being formal, detailed, and official

- [ ] Pre-call planning research (vehicle of interest, trade-in vehicle) is being used to customize emails

- [ ] Emails have a clear, concise “ask” at the end that clearly invites the customer to the conversation

Objection handling

- [ ] Reps can overcome common trade-in objections like “Saw a higher price elsewhere”, “Going with someone else” and “Not the right time”

- [ ] Reps are using proper objection handle opens to soften and re-assure. Example: “That doesn’t surprise me” or “I completely understand”

- [ ] Reps are using the client’s voice and shared truth. Example: “My last few clients also told me how frustrating it was to sell it on Kijiji”

- [ ] Reps are properly ‘closing’ the objection. Example: “So I know you were just researching, but would it make sense to come in?”

Setup and support

- [ ] Reps can identify a Trade-in lead by quality: Gold (perfect info + VOI), Good (good info), or Poor (all fake info)

- [ ] Reps are responding to leads within 5 minutes of receiving them during business hours

- [ ] Leads are going into a CRM, or at least are being measured for conversion rate and response time

- [ ] Marketing campaigns like Facebook or radio have a “We want to buy your car” message, directing traffic to trade-in landing page