



Trade-in Email Templates

AutoVerify Training Resources



Full information, no vehicle of interest

New Message

To

Cc Bcc

Subject [customer's name] – could we buy your car?

Hi [customer's name].

I'm [rep name], from [dealership].

Thanks for coming online and using our Trade-in tool.

Did you receive the report ok?

You have a [2014 Chrysler 300], right? If so, we'd like to buy it off you.
Could we chat quickly?

Thanks in advance.

[rep name]

Send



Full information, with vehicle of interest

New Message

To

Cc Bcc

Subject [\[customer's name\]](#) – could we buy your car?

Hi [\[customer's name\]](#).

I'm [\[rep name\]](#), from [\[dealership\]](#).

Thanks for coming online and using our Trade-in tool.

Did you receive the report ok?

You have a [\[2014 Chrysler 300\]](#), right? If so, we'd like to buy it off you.
Could we chat quickly?

Thanks in advance.

[\[rep name\]](#)

PS – I noticed you were checking out one of our 2016 Civics. Let me know if you have any questions about them – I'm an expert on that model and I like helping people learn what to look for when they're researching. Either way, we'd still like to buy your vehicle.

Send



No phone number

New Message

To

Cc Bcc

Subject [\[customer's name\]](#) – I hate sales calls too, but we'd love to buy your car

Hi [\[customer's name\]](#).

I'm [\[rep name\]](#), from [\[dealership\]](#).

I noticed that you and I do online research the same way – I use a fake phone number in lead forms too!

I also hate sales calls, but don't worry, I'm just here to help. Thanks for coming online and using our Trade-in tool. Did the report come through ok?

You have a [\[2014 Chrysler 300\]](#), right?

If so, we'd like to buy it off you. That's why I was reaching out.

Do you think we could chat on the phone quick? (don't worry, I promise I'm a real person and your phone number isn't going on some list!)

Thanks in advance, here to help.

[\[rep name\]](#)

Send



“Just looking” response

New Message

To

Cc Bcc

Subject [\[customer's name\]](#) – could we buy your car?

Hi [\[customer's name\]](#).

Thanks for getting back to me so quick, don't worry – that does not surprise me at all!

Basically everyone I talk to is just starting off doing research and honestly, I'm just here to help.

I know buying a car isn't as simple as buying something like shoes, so I like to give people expert answers on a personal level instead of general answers from the internet, in case you have any questions.

Did you see the range of value in the report you got? We don't try to buy every car, but yours is a model we'd likely be willing to pay top dollar for.

So I know you were just doing some online research, but would you be interested in selling your car?

Let me know – [\[rep name\]](#)

Send

