

ADAPT YOUR TRADE-IN PROCESS WITH SOCIAL DISTANCING BEST PRACTICES



Kelley Blue BookSM
Instant Cash Offer

As COVID-19 continues to change how we live and work, dealers are learning to operate differently. Kelley Blue Book is here to help with tips to adapt trade-in processes and make the most of every sales opportunity.

The need to go all-in with digital and virtual options has never been more important than it is today. Consumers at home are still looking for ways to shop digitally.



SO WHAT STEPS CAN YOU TAKE TO MAKE THE MOST OF THE SURGE IN ONLINE ACTIVITY?

1. Let Consumers Know What Steps You Have Taken To Ensure Their Safety.

- Update your website prominently displaying information on COVID-19 and explain your online car buying process.
- Update your social media platforms with text, images and video communicating what you are doing to keep consumers safe and what services you are offering.
- Get the message out [with email](#) being sure to have safety as the primary focus.

2. Provide Specific Information About Processes To Put Customers At Ease With New And Unfamiliar Ways Of Doing Business.



- For example: When you arrive please pull your vehicle up to our Touchless Appraisal Lane and leave your keys in the vehicle. One of our Purchasing Agents will come out to greet you maintaining the appropriate social distance at all times.
- Customer waiting areas are sanitized regularly throughout the day, and all seating arrangements are compliant with Social Distancing best practices.

3. Develop An At-Home Appraisal And Trade-In Verification

- Be sure to obtain the trade-in information before arriving - request photos, and specifics on the vehicle and its history.
- Be sure to get:
 - Photos of the VIN, both windshield and door jamb for verification.
 - A photo of the odometer (better yet a photo of the instrument cluster with the engine running)
 - A photo of the steering wheel and center stack
 - Full side profiles and a full frame shot of the front and rear of the vehicle.
- Bring appropriate supplies and [thoroughly clean the vehicle](#) after the inspection.



Key Takeaways

Train And Empower Your People

Cross training has never been more important than it is today. Be proactive - train and empower everyone on your team.

Communicate Your Options To Consumers

Make sure your processes and options are spelled out for consumers seeking information on ways to transact digitally. Educate them on the steps you are taking to keep your staff and your customers safe.

Don't Go It Alone

Your Kelley Blue Book Performance Managers will help you track KPIs and make recommendations on where to shift processes and resources. Your dedicated Implementation team can assist both in-person and virtually to share the burden of training your staff on your software tools and other best practices. We will get through this, together.

HELPFUL RESOURCES TO LEARN MORE

Watch Our Webinar

Learn how to keep the digital trade-in deal going while keeping staff and customers safe.

[Link Goes Here](#)

Listen To Our Podcast

Featuring discussion with Mike Gibel, general manager of Ira Jack Chevrolet Cadillac (Saco, ME)

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