

YOUR TRADE-IN PARTNER SCORECARD



Are you fully leveraging trade-ins to close more deals? Are trade-ins more pain than gain? If you have a trade-in partner, are they doing all they can to help you meet your goals?

QUICKLY EVALUATE YOUR TRADE-IN STRATEGY WITH THIS SCORECARD.

Answer the questions below then tally up your score (1-3 for each question) and see what we recommend for your trade-in strategy.

How do you currently assist customers with used equipment trades?

- 1** - If we can help it, we prefer to stay away from used equipment deals.
- 2** - We pad the cost of whatever we are offering to cover "trade-in value."
- 3** - We accept trades and try to resell them.

How do you determine accurate values for potential trade-ins?

- 1** - "Hey, Siri...what's this old MRI worth? "
- 2** - What we can afford to give up in margin determines trade-in value.
- 3** - We study the used equipment & parts market, noting trends that affect demand.

Is dealing with trade-ins distracting you from doing your job?

- 1** - Every trade is a hassle and always more trouble than it's worth.
- 2** - I would rather focus on closing deals and strengthening relationships, but we have to deal with trades to stay competitive.
- 3** - Our efficient plan for trades allows us to better serve our customers and expand our margins. We love trade-in opportunities!

Are you fully leveraging trades to close more deals?

- 1** - We apply some trade-in values and view it as a loss leader. Sometimes it helps close deals.
- 2** - We feel obligated to take in trades we previously sold. We try to resell them.
- 3** - Offering trade-in incentives for any product line and any manufacturer makes it easier for us to close more deals. We find our customers money that our competitors can't and have an efficient system to liquidate trades at fair market value.

Do you have a partner that helps you manage trade-ins?

- 1** - No, we tried and they were unreliable.
- 2** - We occasionally call a broker...sometimes it works out & sometimes it doesn't.
- 3** - We have a trustworthy partner, always ready with a trade-in value to help us win our deal. They buy all types of equipment, are responsible for de-installation and make us look good in the process.

Your Score:

5-7

You're losing the trade war. You owe it to yourself and your customers to make some major changes.

8-11

Your approach to trade-ins is still more pain than gain. Try to align yourself with a partner in the industry to help you improve your trade strategy.

12-15

You've got a solid trade-in strategy, now don't let up! Keep looking for creative ways to achieve the Trade-in Trifecta: Less responsibility; Happier customers; A better bottom line!

If you're losing the trade war or your trade-in strategy is still more pain than gain, it's not too late! Give us a call today and our team will walk you through our Free, Fast and Fair commitment!

FREE - No strings attached. Free fair market valuations.

FAST - FMV's, projected value and an offer to buy, in 24 hours or less.

FAIR - No-nonsense, fair offers to buy.

URL or DCTA BUTTON