

Tips to help you
sell '55 Chevrolets during
the year-end model cleanup
period based on the
experience of
successful salesmen.



SELLING TO YEAR-END BUYERS

Use these special methods

OF OVERCOMING A PROSPECT'S INTEREST IN A NEW COMPETITIVE MAKE



1

Sell your prospect on his trade-in as a full down payment. If he decided on a 1955 model now it would make a difference in his down payment.



2

Sell your prospect on the savings he'll get on a '55 Chevrolet. Emphasize the limited supply and great demand for any new model.

YOUR DEAL and



3

Sell your prospect off of competitive 1956 models and on to the 1955 Chevrolet. Product is interesting, too—even to the typical year-end buyer.



4

Tell your prospect he'd very likely have to wait for delivery of a 1956 model, but he can have a '55 Chevrolet right now.



5

Tell your prospect about the limited selection of models, colors and equipment available during early new model production. "I can't remember getting the color I wanted."

INTERESTED IN TWO THINGS:

YOUR PRODUCT



- 6** Sell the Motoramic Chevrolet for all it's worth. Point out its over-all newness that doesn't wear off in a single year. Sell your prospect on Chevrolet's economy, dependability and durability.



- 7** Give your prospect a taste of ownership. Let him drive, feel and appreciate Chevrolet quality.



- 8** Ask for the order whenever your prospect shows a sign that he doesn't want a '56 or whenever he expresses approval of the Motoramic Chevrolet.

**USE THESE BASIC, TIME-PROVED
PRINCIPLES OF CLEANUP SELLING**

**1 KNOW WHO ARE YOUR BEST PROSPECTS FOR
YEAR-END SALES**

- (a) The deal-conscious buyer who's after a deal—a car at the lowest possible cost.
- (b) The fall-income buyer who's in his best financial shape around model change-over time.

**2 KNOW WHERE AND HOW TO FIND THE BEST
PROSPECTS FOR YEAR-END SALES**

- (a) Check through your satisfied customer file.
- (b) Set your "bird dogs" loose.
- (c) Go back over your dealership's sales records.
- (d) Check through past appraisal records.
- (e) Run through your registration lists.

**3 KNOW THE BEST WAYS TO SELL TO YEAR-END
PROSPECTS**

- (a) Sell yourself, your product and your dealership.
- (b) Sell Chevrolet's quality and exclusive features in the showroom or on a demonstration ride.
- (c) In the closing room sell Chevrolet's four-way economy—lowest first cost, lowest operating cost, lowest maintenance cost and high trade-in value.
- (d) Most year-end buyers are time buyers so spell out your deal in terms of small monthly payments.

REMEMBER...

- . . . find the deal-conscious buyers and talk to them.
- . . . find the fall-income buyers and talk to them.
- . . . sell your deal and your product.
- . . . sell the advantages in delivery time, model, color, and equipment.

