Instant Cash Offer

Offer Verification and Editing Condition for Shown Appointments

1. INTRODUCE ICO

- Let the customer know they are in the right place.
- Remind them that the process is fast, easy and there is no obligation to purchase a vehicle.

“ ”

Yes, we are a participating Kelley Blue Book Instant Cash Offer dealer. We would love to buy your vehicle. First thing we need to do is verify the vehicle, mileage, options and condition for Kelley Blue Book, then get you paid and on your way. Where did you park?

2. THE INTERACTIVE WALK-AROUND

- Ask questions, show an interest in their vehicle.
- Leverage the condition definitions and photo examples in the ICO tool to gain agreement on specific reconditioning needs.
- Agree that there is “normal wear and tear” and show them where KBB expects it to be notated for accuracy of the valuation.

“ ”

It looks like you have a scratch here. We’ll need to notate that for Kelley Blue Book and it may impact the value a little. Would you say this can be buffed out, or do you think it needs refinishing?

NOTES:

3. UPDATE THE OFFER

- Allow the customer to take ownership of the process by keeping them involved.
- Be transparent.
- Help them understand why each question matters.
- Allow them to review the final summary page and click "Submit Offer."

OK, here is a summary of the updates we made based on what we saw together. Please take a moment to review the changes we told Kelley Blue Book about. Once you're comfortable, click 'submit' to get an updated and final offer from Kelley Blue Book.

4. PRESENT THE SIDE-BY-SIDE COMPARISON

- If any edits are made to the original offer, show side-by-side offer comparison of the original offer vs. the edited offer.
- If offer is declined, remind them that your dealership would still be interested in their vehicle, and ask if you may make a more competitive offer than Kelley Blue Book.

Your updated offer amount is $12,160. The changes highlighted in green and red are what impacted the value.

NOTES: