Dual-Path Pivot Script

Powered by Retail My Ride

1. The Rejection

SELLER:	“Thanks, but that’s less than I’m willing to take. I’ve already been offered more, and if that’s the best I can get, I’ll probably just sell it myself.”

2. Validate and Agree

REP:	“I understand. Your vehicle is worth more on the retail market than we can economically pay for it today. If this were my personal car, I wouldn’t accept a wholesale cash offer either.”

3. Introduce the Second Path

REP:	“Instead of selling the vehicle to us at wholesale, we can consign it and sell it for you at retail. That gives you an opportunity to capture more of the vehicle’s retail value without having to sell it yourself.”

4. Explain the Value and Convenience

REP:	“We handle the retail sale just like we would with one of our own vehicles. We market the vehicle, handle the calls and shoppers, show the car, manage test drives, and take care of the transaction and paperwork. We can also work with buyers who need financing and take a trade when appropriate.”

5. Show the Numbers

REP:	“Let’s look at the numbers both ways. Here’s what we can pay you today. Here’s where comparable vehicles are actually selling in the retail market. After our agreed consignment fee and expected selling expenses, here’s the range we believe you could reasonably net. Now you can decide which option makes the most sense for you.”

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6. Set Expectations

REP:	“Consignment isn’t instant cash. We normally want enough time to properly expose the vehicle to the retail market - typically around 30 to 45 days. If getting your money today is the priority, the cash offer may be the better choice. If you have some time and getting more for the vehicle is more important, consignment may make more sense.”

7. The Soft Close

REP:	“So what’s more important to you - getting your money today, or having an opportunity to get more for your vehicle?”

Show the math. Let the seller choose.