

Your Car **SOLD** in 7 Days!

Introduction

When i had a car to sell like everyone else before me the normal route to take was to advertise in the local paper or a national magazine and/or on the internet.

I started with the local paper and you get the usual kind of response of people calling for more information about the car and more often than not people asking what i would take for the car even before they had seen it!

This used to waste a lot of my time because most of these callers who were normally just time wasters phoning around trying to catch a bite to see if someone out there was so desperate to sell their car they could buy it for next to nothing.

So this went on for the first week – car not sold. Second week even less response – car still not sold. I tried to work out what might be the reason.

Is it the wrong time of year? Holiday time, people spending their money on different things. I'll try again in a month's time. But still the same results.

I check the advert. Everything looks ok compared it to the others in the same price range, same year of car, nice photos, but i'm still stuck with the car.

I try the car on eBay®. Again i do everything i normally do, good description, plenty of good photos nothing wrong there.

But still not sold. I know on eBay® people do expect something for nothing but i thought maybe someone might email me and we could do a deal outside of eBay® and get a better price for the car.

I looked at a few internet forums and the news wasn't that good there either.

The general conversation was people were finding it quite difficult to sell their cars that would normally get sold very easily. The dealers are using the same methods and getting the same results, cars just sitting on forecourts week after week, month after month in some cases.

I have sold a few cars in the past and i can remember all i had to do was have a half decent car clean it up and it was gone sooner rather than later, no problem.

Nowadays you have to work a little smarter even just to get someone interested let alone hand over their money.

But this doesn't stop the amount of cars being offered for sale. I'm sure someone must be getting a good deal somewhere but the overall opinion seems to be that it's not happening for a huge amount of car sellers out there and if one of them is you what next step do you take?

Advertising Problems

I started to look at all the other adverts where i had been advertising and they all looked the same nothing really jumps out at you and says, 'look at me' or gets your attention.

Big bold letters stating the make and model of the car bit of a description and the price in big numbers at the end. With this in mind, why would someone choose my advert over someone else's?

But this is how everyone advertises their car for sale and i thought it's not always in the best interest of the advertiser even though we are paying good money to do it.

The only one it seems to benefit is the paper or magazine or website you or i are using. If it doesn't sell the one losing out is me and you.

Is this the best way of advertising?

Err, no! Is the simple answer to that question! You're just taken a 'shot in the dark' hoping you'll get a bite amongst all the other people fishing for attention as well.

For example, everyone normally places an advert because a publication has a readership of so many thousands of people or a website has so many visitors per week or month.

You might see something like this:

‘Get your car seen by 300,000 hungry car buyers!’

Then we pay our money. Big mistake.

How many of those readers are looking for your make and model of car? Most of us would say they don’t know. How then can this be the best route to sell your car?

There might be 10,000 out of the 300,000 who are looking for your particular car. But then is yours the same colour the buyer is looking for? Does it have the mileage they want? Air con? Alloys?

By the time all the boxes are ticked you could have less than a 1,000 people interested and then it depends on how far away from you they live. You’re not told all this when looking to advertise though are you?

That’s if they find you among all the other similar adverts! It’s not my car that’s the problem; it’s the way we advertise that’s the biggest problem!

If you don’t get to the right people who want to buy your car then you are wasting a large amount of your hard-earned money. It’s like going to the airport and asking for a ticket but not having a destination to fly to.

Why Most Advertising Doesn't Work!

When you or i take out an advert in a magazine or any other publication a lot of the time it doesn't always work to the advertisers advantage. This is because the advertising people are selling you the space based on what you can normally afford whereas you are advertising because you need your car sold.

So there are 2 different mindsets here. First of all the advertising you may be sold may not necessarily benefit you for the purpose of selling your car. You may think you got a better deal because of the amount of money you pay.

Bigger advert = more exposure, better response. But not so.

Always remember that the person selling you the advert space is working on a set wage or commission so all they are interested in is how much you have to spend! You as an advertiser want to know the response you need to achieve in order to sell your car.

Just because a paper or magazine has a readership of 1,000's of people every week is not a guarantee that your car will sell. For example, if i took out yellow pages advertising and i was a plumber i need to know how many people look for a plumber in that publication.

It may have 1,000's of readers but if someone is looking for a florist then that's not going to help me is it?

It's the same with selling your car. If you have a Ford for sale then a buyer who wants a Mercedes isn't going to be one bit interested in your advert even though you've been told if you have a bigger advert you'll get a better response. Not true!!

When advertising what a lot of us don't consider is the people or buyers we are trying to reach. It's important to ask yourself questions before taking out any kind of advertising whatsoever. If you don't you'll be throwing away a lot of time and effort and also your money along with it.

Find out what the potential buyers are interested in and looking for before you even write out your advert. Remember back when you were searching for the car you bought.

What was important to you? What research did you do before you bought your car? Put this information in your ad and you'll have a winner! Leave it out and get the same result everyone else is.

Good and bad results happen for a reason, follow a path or pattern that someone else has gone down and you have the same results (good and bad) as them! Not rocket science is it?

So when you're told a bigger ad will generate a better response please keep your money in your pocket!!

Most advertisers when their car doesn't sell they reduce the price of their car. Everyone does this to generate more of a response but the problem is not the price of the car the real problem is you have taken the wrong advice of how to advertise and sell your car!

Don't get me wrong i'm not saying that advertising doesn't work, it does. But the vast majority of the time we don't use that advert we have paid for with our hard earned money to its full advantage.

The real reason our car doesn't sell is because we don't know how to advertise effectively. Let me explain.

Have a look at the adverts in the car magazines and online. Most of them say the same thing over and over again.

They look something like this:

Make and model

Engine size

Extras

Price

Telephone number

Riveting stuff i know!

Question:

If all adverts look the same,

Why should any potential buyer choose your advert from anyone else's?

Your advert **MUST STAND OUT** from the crowd! It must be noticed among all the other adverts saying similar things to yours.

Why would potential buyers choose your advert from anyone else's? It has to be saying something different!

Most car sellers don't write their advert with the reader in mind they just put down what they think people want to read about. The truth is people couldn't care less whether you sell your car or not all they want to know is if it suits them.

It's all about them, **NOT YOU!!**

If you don't give them what they want, they go along to the next advert. So we need to write an advert with the reader in mind.

Advertising versus marketing

There's a huge difference between advertising and marketing your car. Advertising tells people that you have a car for sale; marketing creates buyers for your car.

The aim is to make your advert work for you rather than trying to compete with all the rest.

The step-by-step approach

In the advertising world, they normally have a plan to reach the certain group of people they want to target.

They get the right message (what they want to say) to the right market (a group of interested buyers). Sounds like a simple way to go about things and believe me, it is.

So why not copy a proven and tested way of going about this? Don't be a pioneer! Just follow a path that somebody else has already laid down. It's much simpler this way!

The purpose of your advert

Most advertisers write their ads with selling the car straight from the ad and trying to achieve a sale immediately. But a better way is to lead a potential buyer down a path where you 'qualify' them through each step of the process.

Not everyone who calls you is interested in buying. Sounds strange? Some ring up to see what your lowest price is without even seeing the car.

Inquiries like this are normally a waste of time and you need to eliminate a lot of these types of calls to get to buyers who are seriously interested in your car.

Your advert should first of all be there to generate inquiries to your offer. All you need to do at this stage of selling is to find out who is interested.

It's not about creating a huge amount of interest although that's good but attracting buyers who really are ready to buy.

So the first stage of your ad is for buyers to call you, once this is achieved, then take them to the second stage.

Encouraging potential buyers to come and see your car

Be prepared with all the information you need at hand when responding to phone inquiries. When you can answer buyer's questions confidently it creates a much better impression in the caller's mind that in turn heightens the desire to buy your car.

The questions that people ask are very important to them. If you deal with those questions directly and efficiently you alleviate the concerns they may have when looking to buy a car.

Don't forget, your phone number is just one probably among many they are calling. Don't try to sell them the car over the phone, deal with their concerns.

The object of the phone call is one thing and one thing only; to get any potential buyers to come round to view the car, and this is achieved by answering and dealing with any questions they have on their mind.

Selling in the current car market climate

There has been a huge change in the buying and selling of cars recently especially with all the talk of the 'credit crunch' nearly every time you turn on the TV it definitely has affected how people are spending their money at the moment.

Also with many companies going bust people losing their jobs in industries that was secure for life now an insecurity exists and the car market (particularly new cars) have lost huge amounts off their retail value which in turn affects the used car market.

Not so long ago it was easy to sell a car all i did was give it a clean put it on the road with a sign in the windshield and sooner rather than later it was gone and i had the cash in my hand.

It's was a seller's market. The demand exceeded supply!

But nowadays a different climate exists where it's now a buyer's market. Supply exceeds demand! Not good if you're a car seller but great if you're a car buyer!

What this means is buyers can now take their time when looking to purchase a car, there's no rush because there's plenty to choose from. Not long ago, if a buyer didn't make their mind up quickly the car went to someone else so there was a little bit of pressure to buy but in the current climate buyers can take their time.

Normally when buyers turn up to look at a car, they are thinking about your asking price for the car and how much they want to offer you.

This creates a wrong way of thinking in the buyer's mind but before the credit crunch when it was a seller's market the mindset was completely the opposite.

Buyers were handing over their money in case anybody else came along and bought it before them.

At the moment there's no pressure to buy because buyers know they can always get another car somewhere else.

The only thing that has changed is the mindset or the perception of the people who are doing the buying.

Your car and my car haven't changed it's the credit crunch that has now changed the car market and this in turn has changed the buyers thinking or perception towards buying a car.

Different selling conditions now exist

Now we have different selling conditions that a lot of car sellers don't realise exist and keep on trying to sell their car like they did when everyone was buying and wondering why they can't sell their car.

What this means to you and me as a car seller is that it's the market or the car buyers that really dictate how much your car is worth.

When it was boom time the perception of the value of the car they wanted to buy was much higher and so a higher price was paid. Now we have doom and gloom buyers perception is lower and now a lower price is paid.

It's all about the buyers. They hold the power in their hands and the money of course 😊.

The real problem that any car seller faces at the moment is this...

How to create a positive perception in the buyer's mind of your car in a climate that is very negative

Remember i said before that there's a huge difference between advertising and marketing? Advertising tells people you have a car for sale but marketing creates buyers for your car.

The idea i'm about to present will bring a huge amount of interest from people like never before.

**A breakthrough idea that will make your
advert stand out from the rest and have
buyers running round to buy your car!**

End of free preview...

Click on the banner below to order your copy of

7 Days to Sell Your Car:
A plan that blasts away the competition
and gets what you want: **Your car SOLD!**

Your Car **SOLD in 7 Days!**