



THE TWELVE DEADLY WORDS OF AUTOMOTIVE RETAILING

These Terms and Words may well have made the process of selecting, buying, and underwriting the purchase of a vehicle covert, confusing, & overwhelming.

MSRP	Means nothing to the buyer, the dealer, or the sales transaction overall
Dealer	Suggests that dealers “deal” thus the use of the term undermines trust
Deal	No such thing as a “deal”. One cannot pay a little & get a lot.
Incentives	Term suggests something has to added to incent the sale & create value
Consumer	People who buy an asset called a car/truck do not “consume” the vehicle
Trade in	Really not trading but rather exchanging one asset for a better one
Sale	Suggests vehicle is” on sale” because has been difficult to find a buyer
Retail	Leads prospective buyer(s) to sense there are levels of price and value
Leads	Rather “Referrals” from existing clients, not unknowns from third parties
Buy	Purchase is a better word and does not limit the transaction to just buying
Shop	“Select” in this day of advance research prior a purchase is better word
Markup	Implies that purchase price of a vehicle varies depending on buyer

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