

Sharpen The Saw

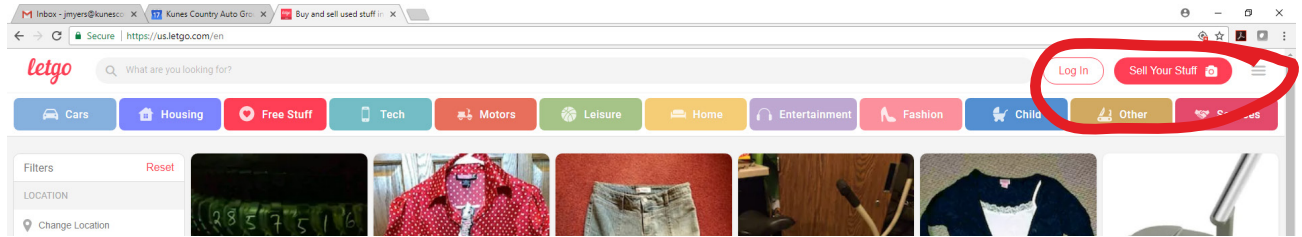
DOING WHAT YOU DO & MAKING IT EVEN BETTER

letgo

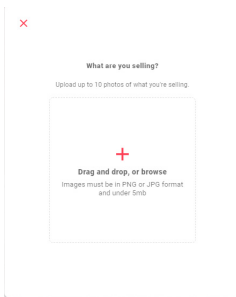
We've been seeing good results from LETGO when SALES TEAM MEMBERS POST ON THEIR OWN. Go for it! It's easy & here's how!

1 - Go to
LetGo.com.

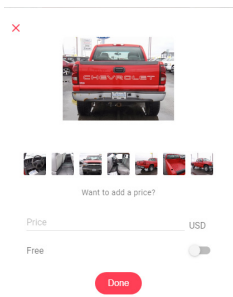
Click on
SELL YOUR
STUFF



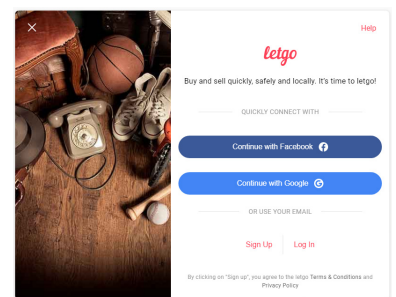
2 - Upload
up to 10
photos



3 - List your
Price



4 - Login...
Facebook
& Google
are easy



It's that easy. Follow the tips below and see what happens. You'll be messaged in the format you logged in with (Facebook, Google, email).

DO

- ~ Check with your manager to see which vehicles you can post. Unless you specifically have permission from your manager, you may not list for less than the internet price.
- ~ Look at other vehicles in your area... if everything's around \$15k, for example, maybe an \$80k vehicle isn't right for the market
- ~ Consider taking pictures away from the lot. It will appear that you're posting this as an individual - which should get you better engagement on this platform.
- ~ Keep an eye on your FB Notifications and messages - respond quickly
- ~ Be professional and appropriate - work it like any other lead... make an appointment, get them into the store, make a deal & deliver.

DO
NOT

- ~ Pretend this is your personal car once you're in a conversation... they'll know eventually, so don't get caught in an awkward conversation.

Questions or Comments? Call your Marketing Department (262) 728-5544

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