



CAR BUYING Tricks of the Trade

PUT TO RIDE:

When a salesperson cannot persuade you to buy today, he or she may insist that you leave your trade-in at the dealership, keep the new car overnight, and drive it home. This way, no other dealership can see your trade-in, your neighbors and relatives see the car, you fall in love with it, and you have a hard time saying no to purchasing the car when you have to bring it back the next day.

BAIT AND SWITCH:

When a dealership runs an ad with a picture of a well-equipped car and the price of a stripped-down model to entice you to come in. You are then shown the stripped-down model and quickly switched to the well-equipped one with a higher price tag.

LOWBALLING:

This occurs when the salesperson quotes you a price on a car that is lower than the current market price. This is done to assure that you will return before signing with anyone else just to see if the offer still stands. At this point, the salesperson will tell you that they cannot sell the car for that low a price because the sales manager will not allow it.

HIGHBALLING:

This is the same as lowballing, except that a high trade-in allowance figure is offered to you. Again, you come in later and the manager will not allow it.

PADDING:

Adding charges that increase the dealer's profit at the time you sign the contract (e.g., undercoating, protection packages, dealer-installed options, credit life insurance, disability insurance, extended warranties).

GOOD GUY/BAD GUY (MUTT AND JEFF ROUTINE):

When the salesperson plays the role of the good guy and the manager plays the bad guy to enhance the image of the salesperson. The salesperson and manager may even stage an argument in front of you, with the salesperson trying to persuade the manager to give you a lower price. Once you believe that the salesperson is on your side, you drop your guard and become an easy mark.

"YOUR CAR":

When the salesperson keeps referring to the car as "your car" to get you subconsciously to accept ownership of the car. Once accomplished, it is easier to get you to sign the contract.

