

BEFORE Test Drive

- Determine your target discount off MSRP and desired trade-in value.
- Print 2 or 3 highest trade-in and cash offers for your current vehicle.
- Print a copy of the OTD deal sheet.
- Have the trade-in vehicle detailed.
- Bring title or payoff amount for your trade-in vehicle.
- If you have a loan pre-approval, bring the paperwork to the dealership.
- Set test drive appointment with contact at chosen dealership.

Based on *The Art of Winning the Car Deal*

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AFTER Test Drive

- Prepare to negotiate your deal.
- Ask for a bottle of water and take a few deep breaths. RELAX. Feel confident that you're ready.
- Let the dealer produce the deal sheet and finish their presentation.
- Look over the deal sheet numbers for 30 seconds.
- Then, say the Five Simple Words.
- Mark through ALL dealer add-ons saying, "I'm not paying for any of these."
- Mark through the discount amount (*new car*), write in an amount higher than your desired MSRP discount. **OR** Mark through the asking price (*used car*), write an amount lower than your target price.
- Do the same for your trade-in value.
- Reduce dealer/doc fee.
- Ask the dealer to recalculate the deal sheet.
- Stick to your numbers on each deal sheet.
- When you're close, say, "Why drag this out? Let's write it up and move some metal for you."
- Know when to shake on it. **Congratulations!!**

Print, trim, fold in half > Take to dealership
(Or load PDF file onto phone)

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