



4

Steps Top Dealers Use

TO SELL INVENTORY

F A S T E R





01

Have Good Lighting Before You Take the **Picture**

In photography, lighting makes a big difference. It can change color, tone, mood and even the perceived value. Look at any 10 listings for used motorcycles and you'll see it's all over the board. If the picture isn't washed out, it's too dark. Half the time you can't tell what color the bike is. The other half of the time you can't see the whole vehicle because it's only been pulled out of the showroom line up.

02



A Background Makes a Difference

Continuing from the last point, when the motorcycle or ATV is pulled half way out of the line-up in your showroom, it creates too many distractions from the focus product. Don't be lazy, pull it around to a neutral background that doesn't take away from the vehicle. Got a garage door or a blank wall to stage it? Those typically work best from what we've seen in our data.





03

Pictures Unlimited, **Use it.**

By this step, you've already pulled it somewhere to actually take pictures of it, there should be no reason to advertise a vehicle with only two pictures. Photographs should tell a story. Be the UTV that stands out online because yours shows the interior. Be the motorcycle that stands out online because yours shows the engine. These things are what any prospective buyer would want to see if they were in the showroom. If its used, get a couple of the aftermarket parts installed. If they're tasteful upgrades, that adds value to the vehicle.

04



Pricing & Descriptions get them to **take the next step**

So by now, you've got a great set of 10-15 pictures per vehicle, with a nice background under some good lighting. The right combination of photos makes a vehicle pop off the screen or page. Now it's time to put them on your website.



Pricing – we've heard it over and over "if I put call for price, the customer will have to call me or send a lead to see what the price is". Our data shows that a vehicle listing with a price listed is 5x more likely to get a lead versus one without. Customers don't want to play the game anymore. They are more educated with more options and don't have the time to ask "how much is this vehicle you're selling?".



Descriptions – Just like pricing, we either see no description included in the inventory listing or it's a copy-paste of "call for the best price", "call for internet price" or "asking for..." a person by name that doesn't work at your shop anymore. Just to be clear, the description box is meant to highlight the vehicle for sale, talk about the features, benefits or upgrades that would bring value to the customer. Take 5 minutes and write 2 sentences about it. We've seen a 3x engagement rate with listings that have a custom description on their vehicles, especially when it comes to used inventory.

Taking well-lit pictures, adding them to your website with pricing and descriptions is more a little art than science, but that doesn't mean you can't apply some basic processes to make your inventory images more effective. If you spend a little extra time, you may find your sales turn much quicker than you expected.

HERE ARE THE STANDARD OPERATING PROCEDURES IN 6 EASY STEPS YOU'D GIVE YOUR INVENTORY PEOPLE:

- 1 Pull the vehicle out of the showroom line up and isolate against a neutral wall. Quick wipe down if possible.
- 2 **For Motorcycles:** Start with the "pipe side out" or front wheel facing the right side of the frame
For ATV & UTV: Start with Passenger Side out front facing right side of frame
- 3 Shoot A minimum 10-15 for each vehicle. 8 full frame images of the entire vehicle both sides then 3-6 more close ups.
- 4 Focus close-up images of any accessories, and/or controls. This includes hand controls and levers, instrument cluster, tires, engine, brakes, exhaust or any other components.
IF Pre-Owned: Turn ignition on and take picture of Miles and/or Hours.
- 5 All units need a description, current mileage, price, stock number, VIN, color, location, and any accessories.
- 6 Don't wait! Try to post used vehicles immediately regardless of service status, parts hold, or other reasonable reasons. The clock is ticking, and we can start receiving leads today!

