

Dealer Playbook: When to Lead With Single vs. Dual Offer

A Retail My Ride Training Guide for Seller Profiling and Offer Strategy

Every Seller Has a Story – The Goal is to Read it Fast & Match the Right Offer.

Seller	What They Say	Dealer Cue	Lead With
Quick Exit	"Just give me a number."	Needs simplicity	Single (ICO-only)
Low Offer	"Carvana lowballed me."	Compare ICOs vs. Consign	Dual (Cash or Consign)
Researcher	"Explain how it works."	Show both paths	Dual (Cash or Consign)
Repeat	"You've always taken care of me."	Keep it simple	Single (ICO-only)
Prideful	"Too nice to wholesale."	Validate value	Dual (Cash or Consign)
Skeptic	"No tire-kickers."	Stress safety	Dual (Cash or Consign)

Dealer Decision Tree

- "Just want it gone" → Single Option
- "Have another offer" → Dual (Compare)
- "Not sure yet" → Dual (Educate)
- "Repeat customer" → Single (Existing Trust)
- "Nice car" → Dual (Upsell Value)
- "Rough car" → Single (Wholesale – Auction flip)

Dealer Advantage Framework

Goal	Lead With	Why It Works
Avoid overpaying	Dual	Stay competitive without overbidding
Win skeptics	Dual	Show transparency, build trust
Shorten cycle	Single	Serve fast movers quickly
Protect margin	Dual	Turn ‘no’ into ‘help you sell’
Retain customers	Single	Simplify repeat deals
Grow pipeline	Dual	Educate for next time

Script Library

Single-Option Script:

“Let’s start simple — I’ll give you a solid buy number now. If you want to explore retail later, we can.”

Dual-Option Script:

“Two ways: take a check today, or retail it for more through us — both safe, dealer-managed.”

Competing Offer Script:

“That’s great — it gives a baseline. We can help you retail it and pocket more.”

Coaching & Implementation

- ✓ Always have the [Dual-Path Calculator](#) ready
- ✓ Offer consignment as empowerment, not persuasion
- ✓ Read tone and intent, not just price
- ✓ Track Single vs. Dual conversions
- ✓ Every seller stays in your funnel