

## Unload your beater on any old sucker

Now that the old buggy is on its last legs, you'll probably want to unload it on some poor unsuspecting sap who you hope will be visiting town from another state and who plans to return home as soon as he finds himself a rolling wreck worth maybe a third of what he's going to pay you for it, which probably needs brakes, tires, and God knows what else. If you find yourself in this position, read on, for to follow are my just-designed guidelines for selling a used car.

First, I will admit that there is already an abundance of literature available on used car sales, but most of it is aimed at protecting the consumer rather than putting the screws to him. My method is based on counterveillance. It derives from sales techniques of the world's most prestigious used car salesmen, which puts them somewhere above embezzlers on the totem pole of life.

Secondly, it is important to clarify some legal terminology. The term "seller," or sellor, is interchangeable with the more arcane but equally correct "buyee," who is the person or persons from whom something of value is purchased or bought. The "buyer," or buyor, is the person or persons on whom something of value is "dumped," or "unloaded," and hereinafter may be referred to as the payor, purchaser, purchasor, sellee, sucker, or mark.

Advertising is the key to selling your vehicle. In the classified section of your local newspaper, place an ad that says something like, "CHEV--'66 Impala wagon, like new. Air, automatic, options. Must sell. First \$3,000 takes it," substituting the pertinent data about your own car, and concluding with your phone number. Incidentally, the term "like new" is a matter of subjective judgment, and should be used liberally.

When you answer the phone, allow the caller to ask one or two initial questions about the car, and then say something like, "Oh, this

"I'm sorry," you say. "It's just that I've had so many calls about this car that I can't keep track of them anymore." Then get his name and phone number and tell him if he wants to take a test drive behind the wheel of this prize-winning gem of an automobile, which you really hate to part with but you need the money for your mother's hip operation, you can probably show it to him around 3.

Remember that in phone conversation your sole objective is to induce the caller to "come on out" and see the car. The importance of doing so will be evident if you ever have occasion to watch a professional car shill answer his telephone. The first thing he says is "hello" and the second is "come on out."

The caller may insist on asking a lot of inane questions about the age and the condition of the car, and so on. Of course these matters are none of his business, but recognize that a few well-crafted answers might facilitate parting him from his money, and you from that dog of an automobile. By the way, while outright dishonesty is frowned upon in most other walks of life, in used car sales it is no worse than punching below the belt in a street fight. Here's how to handle a few of the common questions:

How many miles are on the car?

If the mileage is around 75,000, say "seventeen thousand." For 40,000, say "fourteen thousand," etc. That way when the buyer shows up and protests, you can say he must have misheard you on the phone.

How does it run?

"It runs," you say, "like the day it was new." Only don't overplay the pause between sentences.

Rust?

"None."

Dents?

"Nope."

Tires?

"Like new." (In many ways they are).

Options?

"Take it or leave it." (A bit of humor will grease the wheels of doing business)