

Writing “Why Buys”

Getting Started

You have a set of value propositions, or “Why Buys” of why to come to your dealership, rather than those down the street. Think of what makes you unique, and ensure your customers and potential new customers know why they should think of you for their next vehicle. Make sure this messaging is on your website, in your advertisements, and is verbally known and communicated by your staff.

Tips for Writing Great “Why Buy’s”

1. Be specific!
2. Be unique: think about what sets you apart.
3. Use emojis!
4. Use phrases and keywords, not full sentences.

Examples

 Family owned and operated for {x} years
 Guaranteed credit approval
 Trade-in bonus of {x}
 Buy online & SAVE
 Warranties on every vehicle
 Test drive to you within {x} miles