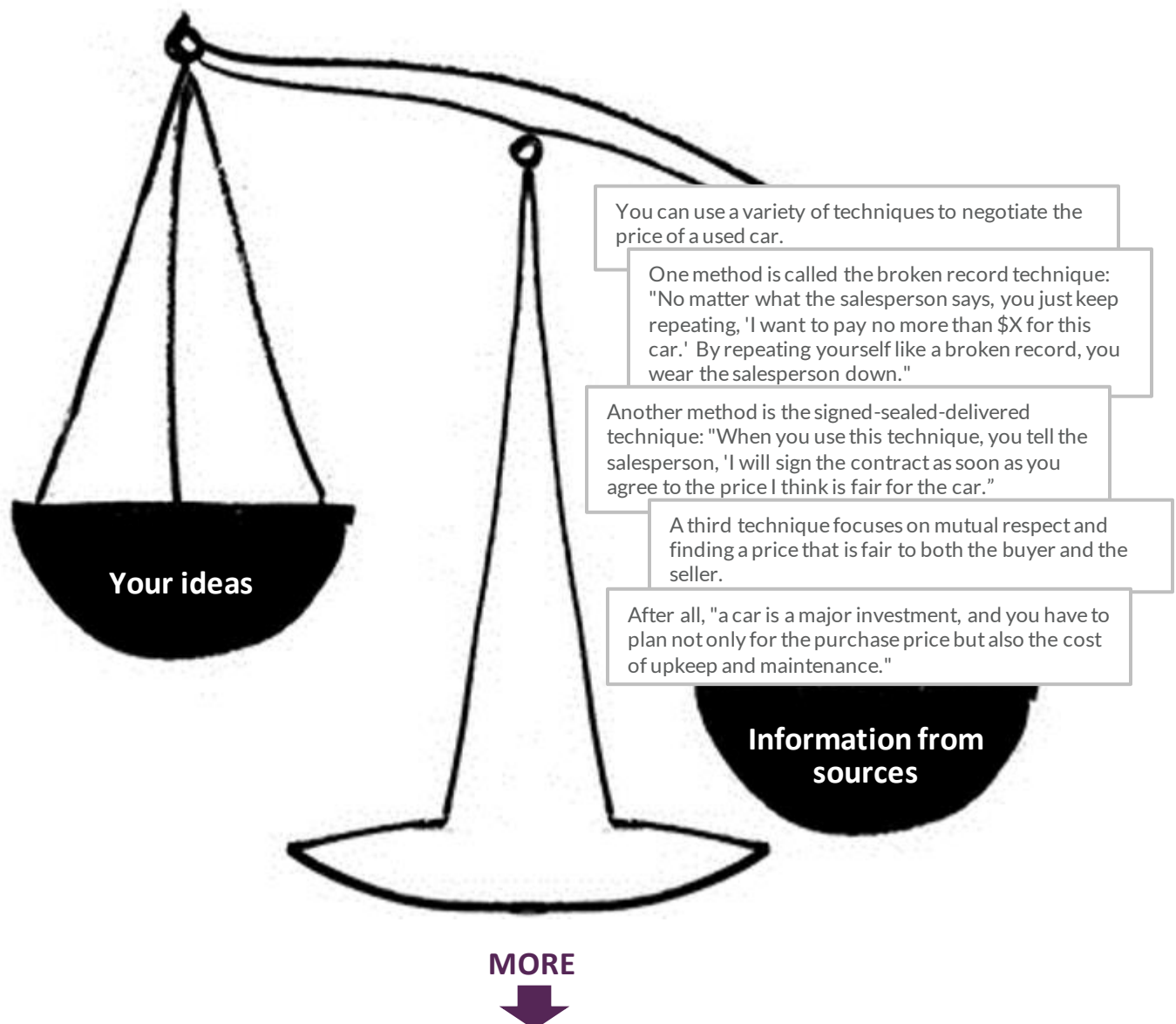


Balancing your ideas and your sources

Too much information from sources

You can use a variety of techniques to negotiate the price of a used car (Wilfred, 2004). One method is called the broken record technique: "No matter what the salesperson says, you just keep repeating, 'I want to pay no more than \$X for this car.' By repeating yourself like a broken record, you wear the salesperson down" (Wilfred, 2004, p. 12). Another method is the signed-sealed-delivered technique: "When you use this technique, you tell the salesperson, 'I will sign the contract as soon as you agree to the price I think is fair for the car'" (Wilfred, 2004, p. 12). A third technique focuses on mutual respect and finding a price that is fair to both the buyer and the seller (Wilfred, 2004). After all, "a car is a major investment, and you have to plan not only for the purchase price but also the cost of upkeep and maintenance" (Browning, 2016, p. 40).



The right balance between your ideas and information from sources

When you are shopping for a used car, you can use several techniques to make sure you don't exceed your budget. As sales expert Gary Wilfred (2004) tells us, "One highly successful technique is called *the broken record*. No matter what the salesperson says, you just keep repeating 'I want to pay no more than \$X for this car.' By repeating yourself like a broken record, you wear the salesperson down" (p. 12). A second technique takes advantage of the desire that salespeople have to make a sale. With this technique, called *signed, sealed, delivered*, you agree to sign the contract as soon as the salesperson meets your price (Wilfred, 2004). A third technique is based on making sure that both you and the salesperson benefit from the sale. You tell the salesperson that you want a price that helps her make a reasonable profit while not exceeding your own budget (Wilfred, 2004).

