

# HOW TO SELL YOUR COACH

## How to get the most for the Barth Coach you want to sell

**N**otice the last word in the sentence above. It is SELL. Having been a commissioned salesman in the high tech electronics industry for 30 years I learned a long time ago the difference between a "salesman" and an "order taker". A "salesman" convinces you that you need his product at the price he wants to charge. An "order taker" is someone who asks you how much you want to pay.

Most people think that selling and root canal surgery are one in the same. Well let me tell you when you are selling something like a motorhome, you can either choose to sell your motorhome or you can put \$500-3000 on the dinner table and say take the money and you get a motorhome along with it.

There has been some \$2,000,000.00 worth of Barth Custom Coaches which have sold from this site. And, you may decide to just display your coach here and wait, and wait, and wait.... Then that one guy will come along and he'll tell you what your coach is worth, because he has looked at the NADA website and he has seen what the other coaches are selling for. They pick up the money from the dinner table and drive away.



I have always thought of selling as a wonderful challenge. And, there are two ways of looking at it. The first is Murphy's Law No.17.5 which says "A fool should not be allowed to keep his money". Or the one I like is; "we are going to sell our coach to someone who is going to enjoy it as much as we did and it will enrich their lives beyond imagination.

## So here is what you do..

#1. Barth Coaches are beautiful. Whether it is a 1973, 22 footer with a bustle or a 1990 Regency with leather and Corian. They are all beautiful. I'll even add my 1985 28 foot Regal in here. So the customer needs to see it. So find a place in town which a ton of people drive past everyday and ask if you can park your coach there for 4 hours on a Saturday and 4 hours on a Sunday. You will be surprised with the answer. For a service station your coach will be the same as a blow up gorilla on the roof. (bad comparison but you know what I mean) A huge Oldsmobile dealer here in Bloomington, MN had a jet plane on his lot for years. You couldn't drive past the place without noticing the jet. The owner even painted it yellow. Who ever heard of a yellow jet? What about a super market parking lot. It could be hours until they kick you out, and they probably won't at all.



#2, It's your home, make it look like it. Buff the out side, clean the carpets, polish the woodwork. Make it sparkle. Clean the windows, and even the water pump, they will want to see that. Scrub the generator and the water heater. Make it look as new as your can. Armorall the tires, shine the wheels, People want to see that you have taken pride in your coach. Email me for copies of the brochure or magazine ad for your coach. I have them all, I mean all. Show them how important a coach it was new. (They were all the best you could buy)



#3 Make it workable by putting water in tanks, run the generator, turn on the TV, put pop in the frig. I have told others this and it is true. When you get a new potential motor home looking at your coach and you turn on the faucet and water comes out. I have seen very bright people stare into the sink and say, WOW! And...You know that window which most Barths have in the middle of the lounge and that pullout table in front of it. Get a small table lamp, put it on the table and "turn it on". You have to trust me on this one....It make it "home".

#4 make a good FOR SALE sign. A sign big enough to see on the other side of the street so no one has to squint. A real estate sign size is good. Have a sign made at one of



those vinyl sign places. A nice sign shouldn't cost more than \$20 or so. Get more than one if you are lucky enough to be on a corner. Put up a sign saying "Open House".

#5 Sell your coach.. Get out your lawn chair and put it by the front door. Wear a bright shirt or white pants so people can see that you are there. Trust me on this, they will stop by and someone will fall in love with that coach just like you did, and we did, and all the other folks who own Barth's.

This could mean the difference between getting \$36,950.00 for your 1990 Breakaway or \$29K. It means getting \$18K for your Regal or \$14 and selling it over the weekend or waiting weeks for that perfect buyer to come along.

Now some of you may say, well, why I don't just put it on consignment on an RV lot somewhere... Remember, I sold RV's for 15 minutes one time. You are a loss leader.. As a salesman, I made almost nothing off of a consignment. People would have to beg me to show them a consignment coach. We would all point out that there was no warranty on consignment coaches, as if there was on one of our used coaches.

Give it shot, what can you lose, have a little fun and run to the bank with the extra bucks..

Dave