

Exchange Offer Selling

Consumer Electronics & Appliances

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Builds an exchange-offer selling approach — quick fair valuation of the old product, presenting the exchange to reduce effective price and drive an upgrade, and matching/beating online exchange offers — so exchange closes sales and drives premium upgrades. Use it for exchange-led selling. For the program economics use the Refurbished & Exchange Program.

Purpose of this tool & output

Use exchange to close and upgrade

How the output is used

Use it to use exchange to close and upgrade — an exchange-offer selling approach that closes deals and moves customers to higher models.

Important cautions

Exchange closes sales and drives upgrades; value quickly and fairly with a standard method, and price the exchange knowing your refurbished-resale recovery so matching an online exchange offer does not cost you net margin.

Companion documents

- Showroom Selling Playbook
- Demo & Experience Zone
- Consultative Selling & Objection Handling
- EMI / Consumer Finance Desk
- Anti-Showrooming Strategy
- Sales Tracking & Reporting

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.