

Amazon-Proof Your Used-Car Department — 10■Point Checklist

1. Clarify your local market advantage and make it visible in every listing.
2. Rewrite SRP/VDP descriptions to be clearer, more helpful, and more searchable.
3. Upgrade photo standards and ensure consistency across all inventory.
4. Show recon transparency—include what was done and why it matters.
5. Provide simple, transparent payment context shoppers can understand.
6. Make online comparison easy with trim-level clarity and feature callouts.
7. Tighten response times—aim for Amazon-level communication speed.
8. Implement a weekly merchandising rhythm your entire team follows.
9. Review SRP/VDP performance weekly and optimize copy and titles.
10. Train every manager on value-based messaging, not generic listing language.