

April 3, 2006

Forget the Initials

by Gil Van Over

A college professor of mine signed his name, Harold Johnson, A.C.A.

The first time he wrote A.C.A. on the blackboard, we asked him what it meant. He smiled, and said, "I've used this for 15 years and you are the first class to ask me what it means."

You are likely using initials in your negotiations that mean absolutely nothing to most of your consumers. Some examples are:

A/R (after rebate)

WAC (with approved credit)

OAC (on approved credit)

PBP (preferred buyer's plan)

T & R on four square (Tax & Rebate)

You may even have that one consumer in 1,000 who asks you what the initials mean. I hope that you tell him the truth.

Just beware: The Attorneys General are starting to look at our abbreviated nomenclature with a jaundiced eye. They feel that using abbreviations, initials, or verbiage not commonly known to the public during a sales negotiation could be a potentially deceptive practice.

They aren't just picking on us. Funeral parlors and carpet retailers are also potential targets.

I know it takes a few more seconds to write these things out. But don't let that stop you from creating a more transparent transaction and keep out of your AG's rifle sight.

Oh, yeah. Professor Johnson's moniker stood for "A Class Act."

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