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9 Out of 10  
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Photo by Tom Gessner

Rex "Wally" Smith, owner of Weird Wally's Used Cars, 2323 P., displays the dress and expression which has earned his nickname.

## 'Weird' selling techniques prove profitable for Wally

By Mary Jo Pitzl

How does one describe a used car dealer who guarantees his customers a 100 percent no-fault warranty on cars—if the car falls apart it's no one's fault?

Or a dealer who uses the approach of a 100 percent guarantee on parts—if they break down you get all the pieces?

Those who are profit-minded might describe him as economically suicidal, but Rex "Wally" Smith has another word for his sales approach: weird.

Smith has been working under the name of Weird Wally for 4½ years in Lincoln and claims his advertising techniques are far from economically suicidal.

"It's reverse psychology," Wally

explained. "You downgrade your product instead of upgrading it."

Wally said that the origin of his catchy moniker is due precisely to this reverse psychology approach.

"I had a friend of mine down here one day and I was teasing the guy that was buying this old piece of junk," he said. Since the buyer was a friend, Wally let the insults about the car's poor condition fly, much to the amazement of an on-looking friend.

The sale completed, Wally said his incredulous friend turned to him and said: "Wally, you're weird."

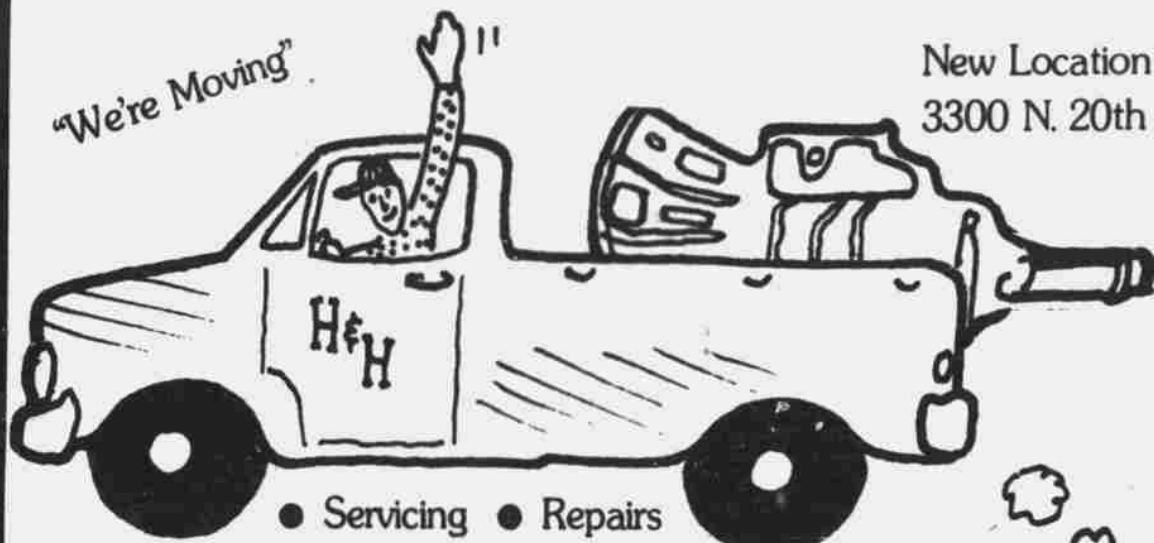
And that folks, believe it or not, is how Weird Wally was born.

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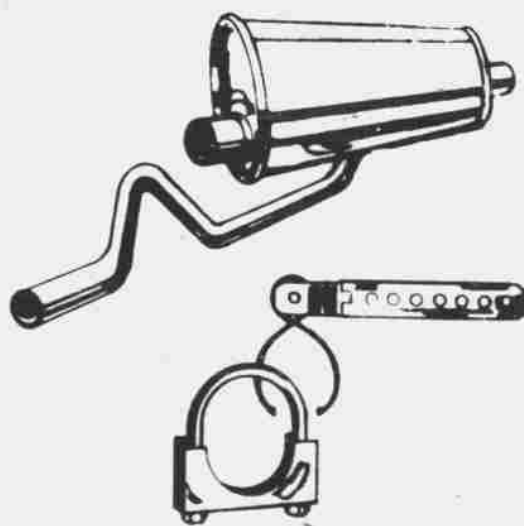
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