

Food Trailer Fast Sale SOP (Facebook & Instagram)

This Standard Operating Procedure (SOP) is designed for US-based food trailer traders who want to sell in-stock food trailers quickly using Facebook and Instagram. It provides a directly executable workflow focused on speed, visibility, and buyer trust.

Step 1: Prepare a Sales-Ready Trailer

Clean the trailer, verify functionality, prepare specs (size, power, equipment), confirm compliance (VIN, DOT, local codes), and set a clear fast-sale price.

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Step 2: Build a High-Converting Listing

Create a concise headline, bullet-point specs, price, location, pickup options, and a strong call-to-action such as 'Message for instant details.'

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Step 3: Create a Facebook Business Page

Use a professional page name, logo, trailer photos as cover, and enable Messenger auto-replies.

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Step 4: Post in Facebook Marketplace

List the trailer under Business & Industrial > Food Trailers. Use real photos, local keywords, and repost every 5–7 days.

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Step 5: Share in Local Facebook Groups

Join food truck, street food, small business, and restaurant startup groups. Follow group rules and post value-driven listings.

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Step 6: Cross-Post to Instagram

Post Reels, Stories, and Feed posts. Tag location, use hashtags like #foodtrailerforsale, and add 'DM for price' stickers.

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Step 7: Use Paid Meta Ads (Optional but Fast)

Run a 3–7 day lead or message campaign targeting entrepreneurs, chefs, and food truck interests within 200–500 miles.

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Step 8: Respond Fast with a Sales Script

Reply within 5 minutes using saved replies. Qualify buyers and push for calls or visits.

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Step 9: Build Trust Instantly

Share walkaround videos, startup videos, VIN/serial numbers, invoices, and past buyer testimonials.

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Step 10: Push Urgency & Scarcity

Use phrases like 'Only 1 unit available', 'Ready for pickup this week', or 'Price valid 7 days'.

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Step 11: Close Offline, Follow Up Online

Schedule inspections, accept deposits, and follow up daily until sold. Mark as SOLD publicly to build authority.

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