

POWERFUL SOLUTIONS

For maximum F&I profitability

Fielding Some Common Objections

You have just concluded your 2-term (ex. 60 & 72 month) menu presentation. You structured the rate offering the same (where possible) for both terms. The column structure is robust for each of your four columns. The VSC you have chosen is applicable to your Guest's anticipated trade cycle and annual mileage consumption. You have recommended the column most suitable to their needs, referenced ([here](#)). This column contains \$5300 worth of protection for their investment.

1). "It costs too much."

Your Guests may respond with, "\$580 per month, we can't do that. We need to be at \$500 per month."

You'll respond with, "I completely understand. I have a budget, also." Continuing with, "we have a choice. We can take the car as it is" while writing the following...500, 500, 500, 500, 500, 3800, 500, 500, 500, 1950, 500, 500, etc., "or we can be sure of what we'll have going out each month, concerning everything we've covered here" while writing 580, 580, 580, 580, etc. "Your choice."

-OR-

In addition to that covered above, let's not forget the very often over-looked issue of the down payment, as well. Give your Guests the opportunity to make the decision for themselves. If the payment was calculated based on \$10,000 down with the same response to your initial recommendation, "\$580 per month, we can't do that. We need to be at \$500 per month." You'll then respond with, "No problem, guys. All we need to do is adjust the \$10,000 down to \$15,300 and we'll be at \$500 per month."

-THE COMBINATION-

You might be surprised by how seemingly incidental additional money down is to your Guests versus a higher monthly payment. You'll never find out if you don't present the subject. Besides, isn't it possible that a little compromise, in the form of additional down payment (even if not the full \$5300) combined with a slightly higher payment (even if not the full \$80), could be made. Maybe one of the benefits presented in the column could also be forfeit to put it all together.



2). "Can we think about it?"



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Fielding Some Common Objections (Continued)

Another objection your Guests may present might sound something like, “do we have to decide on this right now, or can we come back to it later?”

Of course, you’re already educating that the GAP coverage, if needed, (or Lifetime VSC wrap, if applicable) must be taken advantage of at this time, and that the pricing of all of your products is subject to change at an otherwise undetermined future date. In addition to these facts, you may continue by stating, “we’ve got this one opportunity to execute your original finance contract and build in your protections so that you can eat the elephant one bite at a time versus choking on it all at once!”

3). “I don’t think I need it.”

Then there is the Guest who, during our initial interview, we discovered has a planned trade cycle of, say, 2-3 years. They’re purchasing a new vehicle. After the conclusion of our presentation, they respond with, “I might not keep it that long.”

To which you could respond, “we hope you’re able to stick with your 2 year trade cycle. We’d love to see you back sooner, rather than later! However, life happens. If something occurs, derailing your plans, you’ve got the protection to fall back on when covered repairs are required.”

STOP here. Don’t talk past the sale. Then, and only if necessary, if enough hasn’t been stated to educate the merits of your points, you may conclude with, “If we’re all fortunate enough to see each other sooner, you’ll get a pro-rated refund, where applicable.”

Be the educator!

Give it a try.

Good luck and good selling!



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