

When it comes to overcoming objections we all know the boilerplate stuff, they are the ones that seemed canned. Well, I will tell you this: they don't work because they are canned; they are canned because they work. Makes sense when you think about it, doesn't it? So having said that, I'll look at all the standard responses to common objections. The best way to use these is have your salespeople memorize them and then make them their own. Rehearse with them and practice. I will tell you that most salespeople loathe role-playing so try and make it a little more fun, or a little more interesting. Your managers should be able to come up with something. After all, don't you pay them manage, coach and excite? Let them earn their money.

Here they are, in no particular order.

*"I need to talk to my banker."*

"That's fine. He'll need all the numbers and a copy of the contract."

*"I don't need to see your F&I person."*

"I'm going to see what my bank can do for financing."

*"My bank has better rates."*

"That's fine. We wouldn't deny you the right to shop for financing, just like you shop for a car. You find out what your bank can do. Our business manager will tell you what he can do, and whichever works best for you will be fine. Just give me your okay and we'll wrap this up."

*"That's too much."*

"I agree. It is a lot of money, but you've picked one of the nicest cars in stock. Which of the accessories would you like me to delete? Are you sure you want the power steering, the automatic transmission, and the radio? You told me you wanted these features. Please go ahead and okay the order and I'll get my manager to approve it."

*"I want to shop around."*

"I think that's fine. What are you shopping for?" The customer will usually say, "I don't know if I'm getting a good deal." You should ask him to explain what a good deal is.

*"I need to talk to my spouse."*

"I would have to talk to mine, too. Here's the phone, give him/her a call." You should immediately leave the office and assume your customer will call.

If the customer does not call the spouse, there are three alternatives:

- A) You go to where the spouse is, with the car.
- B) You let the customer take the car to show the spouse
- C) You write the order "Subject to" spouse's approval.

*"I need to think it over."*

"Mr. Customer, that's fine. This is a big decision. I'd have to think about it too but let me tell you this: there are usually three things that customers aren't sure about. One, do I want to do business with this dealership and salesperson; am I buying the right car or am I happy with the price. Now I hope we're on the right car, right? Is there anything about me, or this dealership that isn't right? Then it must be the price. Let me see if I can save you another..."

*"Is that the best you can do?"*

