

# OVERCOMING OBJECTIONS



**ONLINE**  
AUTO ACADEMY



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# OVERCOMING **OBJECTIONS**

Even after amazing presentations the customer may still say no. It is important to understand the real objection and work to resolve the issue. The LEAD selling approach is a proven and effective way to continue to build a relationship with your customers and solve the problem that the customer is experiencing.



**Is  
it  
always  
about  
money?**

# **Of course not!**

Why is our usual reaction to the customer reluctance to discount the repair?

What is the **#1** reason customers decide **not** to use dealership service?



1. *Trust (Perception of Overcharging)*
2. *Convenience*
3. *Value*
- 4.
- 5.
- 6.
- 7.
- 97.
- 98.
- 99.



**100. Money**

# QUESTION?

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Should we determine the reluctance and continue with our presentation or walk away and lose the sale?



Use the **LEAD** selling approach to overcome objections.

**L**isten to the customer concern.

Show **E**mpathy with the customer.

**A**sk Question to clarify the objection.

**D**etermine a solution for the customer.

## Why would a customer say no in the dealership?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_
11. \_\_\_\_\_
12. \_\_\_\_\_
13. \_\_\_\_\_
14. \_\_\_\_\_
15. \_\_\_\_\_

## Of those above, what are the most common reasons the customer would say no to you?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

# EMPATHY

What does empathy mean to you?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

What president in modern history was elected twice because he had empathy for the voters? \_\_\_\_\_



**What were these presidents' famous words?**

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Do all of your customers **KNOW** that you care about them?

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Why or Why not?

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What are some things that we can do to show our customers that we actually do care about them and their vehicle needs?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

# Lets work on the LEAD approach step by step.

**LISTEN** - Restate back to your customer exactly what they are saying to you.

1. I do not have enough money.

---

2. I do not have enough time today.

---

3. I am selling car.

---

4. I am leasing vehicle.

---

5. I do not need it.

---

6. I do not want it.

---

7. I can get it cheaper elsewhere.

---

8. I have a coupon for jiffy lube.

---

9. My brother is a mechanic.

---

10. It cost too much.

---



12. I do not like you.

---

13. I do not trust you.

---

15. I only deal with men.

---

16. I only deal with women.

---

17. Car dealerships rip me off.

---

18. I live too far from here.

---

19. You never call me back.

---

20. I have to call my spouse.

---

21. I only use you for warranty repairs.

---

22. I have my own mechanic.

---

23. Other...

---

24. Other...

---

25. Other...

---

**Why would you restate exactly what the customer says?**

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# SHOW EMPATHY



**What can we say to our customers to show we have empathy?**

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1. I do not have enough money.

---

2. I do not have enough time today.

---

3. I am selling car.

---

4. I am leasing vehicle.

---

5. I do not need it.

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20. I have to call my spouse.

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21. I only use you for warranty repairs.

---

22. I have my own mechanic.

---

23. Other...

---

24. Other...

---

25. Other...

---

**Write a statement that shows you have empathy towards your customer in response to the statements above.**

# ASK QUESTIONS

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Lets write out some questions that we may want to ask our customers for the most popular objections we hear.



# NO MONEY

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

4 \_\_\_\_\_

5 \_\_\_\_\_

# NO TIME

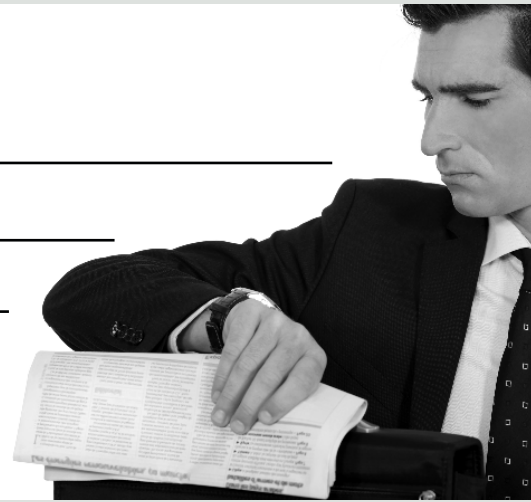
1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

4 \_\_\_\_\_

5 \_\_\_\_\_



# CHEAPER ELSEWHERE

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

4 \_\_\_\_\_

5 \_\_\_\_\_

# COSTS TOO MUCH MONEY

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

4 \_\_\_\_\_

5 \_\_\_\_\_

## I AM LEASING MY VEHICLE

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

4 \_\_\_\_\_

5 \_\_\_\_\_

## I AM SELLING MY VEHICLE

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

4 \_\_\_\_\_

5 \_\_\_\_\_

## I DO NOT NEED THAT TODAY

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

4 \_\_\_\_\_

5 \_\_\_\_\_

## I HAVE MY OWN MECHANIC

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

4 \_\_\_\_\_

5 \_\_\_\_\_



# DETERMINE **SOLUTION**



Once we have enough information from the questions we asked our customer, we can now determine a solution.

# *That just cost too much!*

An example of how this would sound all together is...

- (L)** I hear exactly what you are saying, you feel that those brakes just cost too much.
- (E)** I can appreciate that; times are tough for all of us. It is important to get the best value for your dollar.
- (A)** May I ask you a question? When it comes to brake repairs, what is important to you? I see, so using the manufactures parts is important. Has anyone ever told you the difference between the manufactures pads and the alternatives? Would you like me to explain this to you? Great, as you can see this is why our pads cost more than the aftermarket. In fact ours last longer and will keep your brake rotors and rims nearly dust free.
- (D)** These manufacturer pads will save you time and money on car wash and future maintenance.





# EXERCISES

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Use the **LEAD** approach  
and overcome objections.

**I do not have enough money**

L \_\_\_\_\_  
E \_\_\_\_\_  
A \_\_\_\_\_  
D \_\_\_\_\_

**I do not have enough time today**

L \_\_\_\_\_  
E \_\_\_\_\_  
A \_\_\_\_\_  
D \_\_\_\_\_

**I live far from here**

L \_\_\_\_\_  
E \_\_\_\_\_  
A \_\_\_\_\_  
D \_\_\_\_\_



**I have a coupon for Jiffy Lube**

L \_\_\_\_\_

E \_\_\_\_\_

A \_\_\_\_\_

D \_\_\_\_\_

**Do not need it**

L \_\_\_\_\_

E \_\_\_\_\_

A \_\_\_\_\_

D \_\_\_\_\_

**Do not want it**

L \_\_\_\_\_

E \_\_\_\_\_

A \_\_\_\_\_

D \_\_\_\_\_



**I only deal with men**

L \_\_\_\_\_  
E \_\_\_\_\_  
A \_\_\_\_\_  
D \_\_\_\_\_

**I only deal with women**

L \_\_\_\_\_  
E \_\_\_\_\_  
A \_\_\_\_\_  
D \_\_\_\_\_

**I do not like your hair**

L \_\_\_\_\_  
E \_\_\_\_\_  
A \_\_\_\_\_  
D \_\_\_\_\_



### Car dealerships rip me off

L \_\_\_\_\_  
E \_\_\_\_\_  
A \_\_\_\_\_  
D \_\_\_\_\_

### Selling car

L \_\_\_\_\_  
E \_\_\_\_\_  
A \_\_\_\_\_  
D \_\_\_\_\_

### Leasing vehicle

L \_\_\_\_\_  
E \_\_\_\_\_  
A \_\_\_\_\_  
D \_\_\_\_\_



**You never called me back**

L \_\_\_\_\_  
E \_\_\_\_\_  
A \_\_\_\_\_  
D \_\_\_\_\_

**Cheaper elsewhere**

L \_\_\_\_\_  
E \_\_\_\_\_  
A \_\_\_\_\_  
D \_\_\_\_\_

**It costs too much**

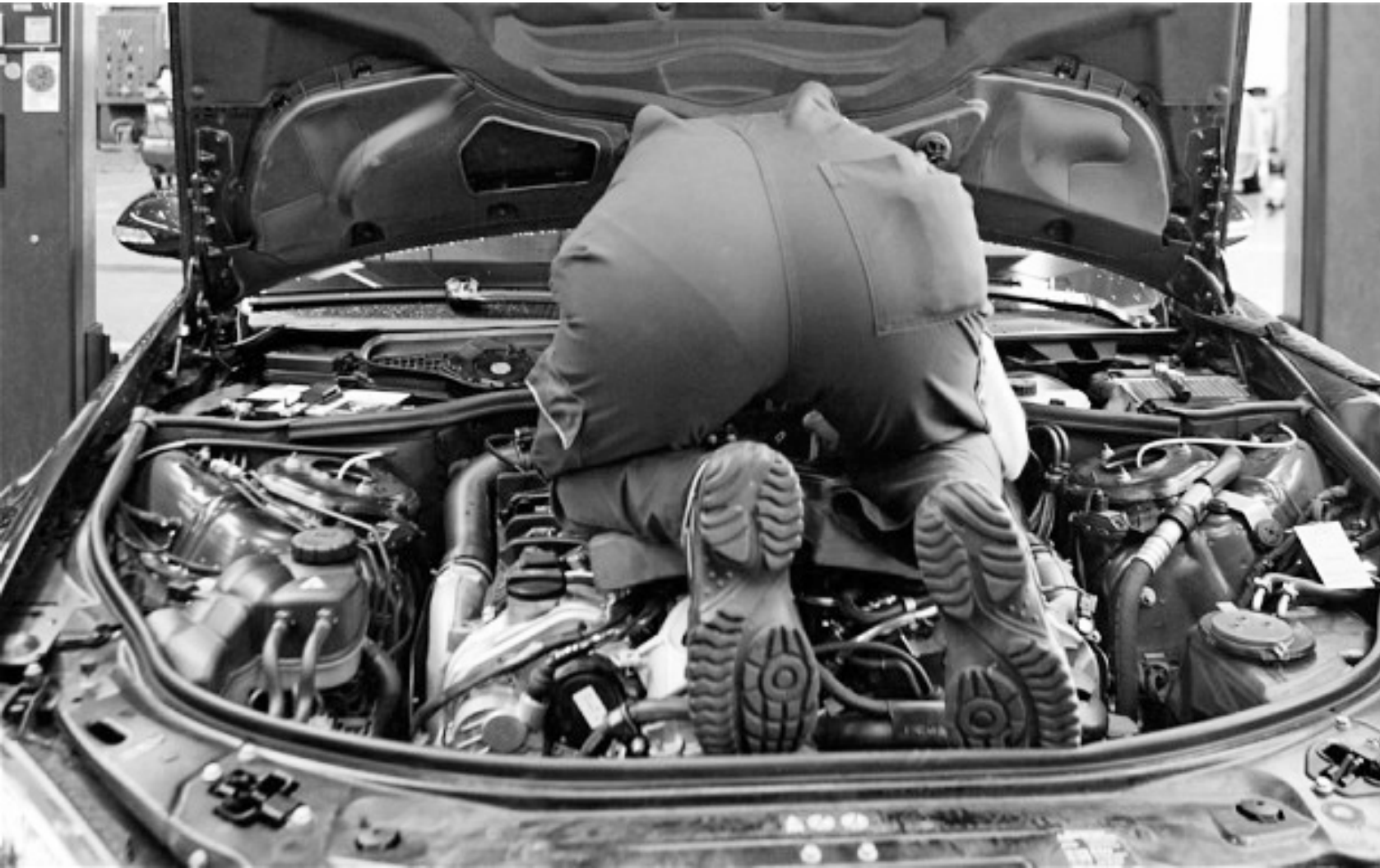
L \_\_\_\_\_  
E \_\_\_\_\_  
A \_\_\_\_\_  
D \_\_\_\_\_

## I have my own mechanic

L \_\_\_\_\_  
E \_\_\_\_\_  
A \_\_\_\_\_  
D \_\_\_\_\_

## My brother is a mechanic

L \_\_\_\_\_  
E \_\_\_\_\_  
A \_\_\_\_\_  
D \_\_\_\_\_



## Can I get a discount?

L \_\_\_\_\_  
E \_\_\_\_\_  
A \_\_\_\_\_  
D \_\_\_\_\_

## I do not trust you

L \_\_\_\_\_  
E \_\_\_\_\_  
A \_\_\_\_\_  
D \_\_\_\_\_



# IMPACT ITEMS

What are some key learning points from the class?

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_
4. \_\_\_\_\_  
\_\_\_\_\_
5. \_\_\_\_\_  
\_\_\_\_\_
6. \_\_\_\_\_  
\_\_\_\_\_
7. \_\_\_\_\_  
\_\_\_\_\_
8. \_\_\_\_\_  
\_\_\_\_\_
9. \_\_\_\_\_  
\_\_\_\_\_
10. \_\_\_\_\_  
\_\_\_\_\_