

## Segment 19

### Handling Vague Objections

**Some of the reasons you may receive a vague vs. a specific objection:**

1. Uncomfortable with price issues (sale price, trade difference, monthly investment, down payment, etc)
2. Uncomfortable with you or other dealership personnel
3. Not totally sold on the vehicle
4. Desire to compare price and/or other vehicles
5. Fear of making decisions, or of making a wrong decision

**Remember - Customers need your help in having “closure” on a vehicle purchase.**

**The most common vague objections you may hear are:**

**“I want to think about it”**

#### **Response 1:**

“ I understand, it’s an important decision, but before you go, let me ask you something. On a scale of 1 to 10, with 10 meaning you were about to drive this car home today, and 1 meaning you wouldn’t take it even if it were free- where do you stand right now?”

( Be patient - no matter how your customer replies - respond with the following question)

“ Great! What would it take to get you to a 10?”

#### **Response 2:**

“ I understand, it’s an important decision. Since I’m also a consumer, I have often made that same comment while shopping and I’ve found that it usually means 1 of 2 things -

- a. I didn’t want to disappoint the salesperson or
- b. There’s still a concern that hasn’t been addressed yet.

Do you mind sharing with me which one it is for you?”

#### **Response 3: The 4 Ps close**

“I understand it’s an important decision. If you don’t mind me asking, is there anything you’re uncomfortable with about the vehicle?” (Product)

If “No”,

“Is there anything about our dealership that concerns you?” (Place)

If “No”,

“Is there anything I have done that makes you hesitant?” (Person)

If “No”,

“Is it the money that’s been discussed?”

## Segment 19 - continued

### Response 4:

“No problem. Do you need a couple of days to think about it? The reason I ask is no matter how long a person thinks about it, it usually comes down to 3 questions

- a) Is the vehicle falling in the range you planned to invest?
- b) Is this the type of vehicle you want to own?
- c) Are we the type of people you would like to do business with?

I certainly hope that the answer to all 3 questions is yes. Why don't you put the car shopping experience behind you and start enjoying your new vehicle right now? Fair enough?”

### Response 5:

“ I understand. It's an important decision. However, before you go...”

(Then summarize all of the good points, rebuild value and wisdom in the decision to do business today and ask for the business again.)

## “I Need to Talk to My Spouse”

### Response 1:

“I understand. What will you do if he/she says no?”

- a. “I'm still buying it” - Write up the deal
- b. “I wouldn't buy it” - “Okay. Would he/she be saying no to the vehicle or the money?” “Why would you say that?” (This may help isolate the real objection.)

### Response 2:

“ I understand. Why don't we write this up, subject to your spouse's approval of course, and if he/she says yes, great. If the answer is no, there will be no hard feelings. That makes sense, doesn't it?”

### Response 3:

“I'm sure like most couples, you have discussed the possibility of getting another vehicle. Is this about what you were looking for?” If “yes”, “Great. Why don't we do this? Let's write up the transaction, you take the vehicle home and if he agrees, congratulations will be in order, and if not, then I assure you there won't be any hard feelings. That makes sense doesn't it?”

## “Just Write All the Numbers Down for Me”

“Instead of just taking home the numbers on paper, why don't you take both the numbers and the vehicle for your spouse to see. That will help everyone make a more informed decision. That makes sense, doesn't it?” (This strategy should be used with management's permission)