

This Month's Case for the Objection Doctor:

"Objection Dr. I know that my product penetration levels and overall \$PVR needs to improve, but I'm hesitant to push a customer too hard as I don't want to upset them after they say NO. How can I sell more and not offend anyone?"

This is a classic case of "how far is too far?"



Never fear, the Dr. is here to help. You must remember that your feelings count in the F&I Office. The use of knowledge is power, but your feelings about a product resonate deeply with the consumer. Attitude has the single greatest effect on your ability to lead and sell, but the next greatest factor is certainty:

- High levels of certainty only exist among top producing F&I Professionals
- Believe in what you sell, and that it is the right thing for the customer
- Belief that your product carries a value proposition
- Become unapologetically persistent because you have no doubt in the value of the product
- Work on your conversational skills so the customer can ask questions and you can easily transition related topics, and keep the conversation flowing even after the customer declines your offerings
- More sales are made after the fifth to seventh attempt, yet 90% of F&I Managers are not equipped to persist thru one or two NO's

Transitional phrases include:

"That surprises me you said that, because of what you shared with me earlier, there are a couple of things that really seem to make sense in your situation."

"You never want to be in a situation where you could be writing a 2nd check in addition to your car payment."

"In order to make the best decision, you need to know some additional information. May I share it with you?"

"I am going to strongly recommend this practical option..."

Utilizing these phrases will help you keep the conversation flowing through those pesky "NO's" and ensure the customer takes advantage of your ownership improving products.

Your feelings do count in the F&I office...

The Dr. has to run now, as he has a waiting room full of patients.



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