

## Overcoming Common Caller Objections at Your Dealership

Callers may have a lot of reasons they give when it comes to gaining their commitment to come into your dealership. Use this cheat sheet for ways to overcome some of the most common caller objections.

### Pricing Objections

Pricing is a major objection for most customers. In these cases, you always want to reaffirm that you will not overcharge and will get them the best deal for the best quality. Showcase other aspects of your dealership and why you are the right choice for their needs, even if they think the price seems to high. Be willing to work with them in their price range, and be up-front with available options for them.

**Customer:** "That price is too high..."

**Call Hander:** "I understand. We pride ourselves on being competitively priced. Have you found a similar vehicle in the market with a lower price? Is this the only vehicle you are considering?"

**Customer:** "No thanks."

**Call Hander:** "Can I ask what it is about this vehicle option that you do not like? I'd like to learn more about what exactly you are looking for so that I can help you get in your perfect car."

### Simple "No" Objection

When a customer calls into your dealership, they called for a reason – they are interested in a vehicle. If the conversation ends with them saying "no," enough information was not given for them to trust in your dealership. Make sure to dig deeper to find out what they want to truly fulfill their needs and show that you are the dealership they can trust to help them.

## Scheduling Objections

Work around customers' schedules to accommodate times that work for them in order to make the sale. You know your dealership will be open at a time they are available, so make sure to get a time on the calendar with them, even if it is in the future. They are more likely to commit when they have a solid appointment time to come in and meet with you.

**Customer:** "I am working late and can't make it in today."

**Call Hander:** "I completely understand how hectic work schedules can be. Let's put some time on the calendar for [TIME] or [TIME], do either of those work for you? I can always stay late to make sure that we can meet when it accommodates your schedule."

**Customer:** "I'm just looking."

**Call Hander:** "No problem! What is it about this vehicle that you like, and are you looking at any others as well? A lot of our customers are always looking to make sure they get the right deal. Would you be able to come in so that we can meet and I can give you every bit of information you are looking for?"

## Unsure Objections

Many customers may be wary of committing before exploring all of their options – especially if your dealership is one of the first that they are calling. Be sure to reassure them that you will get them the best deal and in the right car, hands down. Getting them to come in and have a conversation face-to-face can help them overcome their unsureness.

Looking for more tips and to improve your call handling sales techniques?  
**Ask us about our over-the-phone or in-house call coaching!**

888.340.0123  
coaching@callsource.info