PRODUCT
PREP

# 25 F&I OBJECTIONS AND 13 OBJECTION HANDLING WORD TRACKS

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# The 10 Reasons We Work On Our F&I Manager Objection Handling

*"Objection handling is not just about overcoming barriers; it's an opportunity to deepen understanding and build trust with the customer. When we address objections effectively, we're not just selling a product, we're providing a solution that truly fits the customer's needs." - Neil Rackham*

1. Improve Closing Ratios: Objection handling can **boost closing ratios by 20%**.
2. Increase Customer Satisfaction: Leads to a **15% rise in customer satisfaction**.
3. Reduce Sales Cycle Time: **Shortens sales cycle by 10%**.
4. **Boosts Our Confidence**: Increases F&I manager confidence by 30%.
5. **Enhance Product Knowledge**: Improves product knowledge by 25%.
6. Improve Upselling Success: **35% improvement in upselling** success.
7. Decrease Customer Cancellations: Leads to a **20% decrease in cancellations**.
8. Enhanced Team Morale: **Increases team morale** by 25%.
9. Increase Referral Business: **15% increase in referral business**.
10. **Better Adaptability** to Market Changes: 30% more effective adaptation to market changes.

# A Motivational Quote Before We Get Started

*"Objection handling is not just about overcoming barriers; it's an opportunity to deepen understanding and build trust with the customer. When we address objections effectively, we're not just selling a product, we're providing a solution that truly fits the customer's needs." - Neil Rackham*

**Author Note: 100+ Videos Going Over F&I Objection Handling**

Access over 100+ F&I objection handling videos, F&I closes videos, F&I Menu presentation videos, and everything else from A to Z to become a top F&I Manager. You can also become F&I Certified, get access to biweekly live calls with top F&I Managers and the #1 F&I Trainer in the world (with Q&A). All taught by *Gerry Gould, who has over 40 years in F&I and the automotive industry and has taught thousands of F&I Managers on how to go from good to great. You can learn more by* ***clicking here*** *or scanning the QR code.*

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# Customer Feels No Need for the Options

They'll say something like:

1. I'll take my chances.
2. I don't want it.
3. I won't need it.
4. This is my 3rd {THE VEHICLE}.
5. Never had a problem in the past.
6. Had it before and never used it.
7. I take really good care of my car.
8. I'm a careful driver.
9. I have plenty of coverage.
10. My friend's a mechanic.
11. I was told not to buy it.
12. It's a lease why should I care?
13. It's a reliable vehicle.
14. I'm self-insured.
15. I live in a secure neighborhood.

# 5 Word Tracks We Use To Address This

1. **"Mr. Jones, when you say ____ can I assume you're saying you do see somewhat of a risk?"**
    a. Customer: "I guess so. But that's a risk I'm willing to take."
2. **"I understand your willingness to take the risk and I don't expect you to spend the extra money when you don't see it as an advantage. Do you mind if share something with you?"**
    a. Customer: "No, not at all."
3. **"Mr. Jones, I understand having never had a need to use the options in the past would make me think twice about them also. May I share something with you?"**
    a. Customer: "Okay."
4. **"Mr. Jones, I understand. Why pay for something you don't feel you'll need. May I share a thought with you?"**
    a. *Customer: "Okay."*
5. ***"Mr. Jones, I understand. The last thing you wanted to happen is for your payment to go up. But there may be another way of looking at it. Do you mind if I share something with you?"***
    a. *Customer: "No, I don't mind."*

*2 Additional Word Tracks To Address This On Next Page*

# Customer Feels No Need for the Options

## 2 More Word Tracks We Use

1. **“Mr. Jones, I realize it’s hard to see the benefit if you don’t feel the need. Do you mind if I ask you a question?”**
    a. *Customer: “No, I don’t mind.”*
2. ***“What’s your understanding of:***
    a. ***the manufactures warranty?”***
    b. ***the cost to replace the tires and wheels?”***
    c. ***the cost involved in maintaining the vehicle?”***
    d. ***the cost to repair or replace the keys?”***
    e. ***the effect your vehicles appearance has at trade-in time?”***
    f. ***your insurance companies' responsibility should the vehicle be declared a total loss?”***
    g. ***your responsibility at lease-end?”***

# Customer Feels They Don't Have the Money for the Options

They'll say something like:

1. I'm on a budget.
2. That's too expensive.
3. I'm already over budget.
4. That's a lot of money.
5. I can't afford it.

## 2 Word Tracks We Use To Address This

1. ***"Mr. Jones, I get it. It's hard to justify the added expense if you don't see enough value. May I share something with you?"***
    a. Customer: *"Okay."*
2. ***"Mr. Jones, I understand. The last thing you wanted to happen is for your payment to go up. But there may be another way of looking at it. Do you mind if I share something with you?"***
    a. *Customer: "No, I don't mind."*

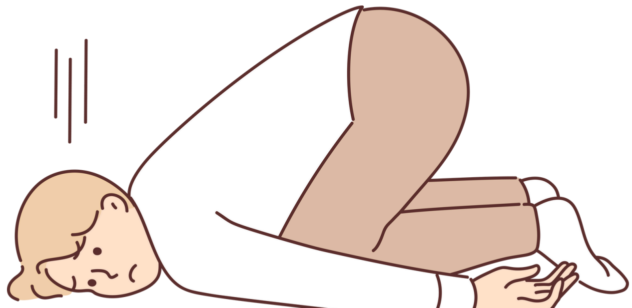
# Customer Feels No Sense of Urgency

They'll say something like:

1. I need to think about it.
2. Can I think about it?
3. Do I have to let you know now?
4. I have a three-year warranty.
5. I'll look Online.
6. I don't drive many miles.
7. I don't plan on keeping the vehicle for a long time.
8. I can get it through my credit union/bank.
9. I do my own Maintenance.
10. I had the protection before, and it didn't cover anything.

# 4 Word Tracks I Use To Address This

1. ***"Mr. Jones, I appreciate you wanting to wait, that certainly is an option. Obviously, you would not consider waiting unless you were somewhat interested in the program. Right?"***
    a. *Customer: "Right."*
2. ***"Mr. Jones, I know that sometimes these decisions are tough to make. There may be another way of looking at it. Do you mind if I share something with you?"***
    a. *Customer: "No, not at all."*
3. ***"To see if it would be beneficial for you to take advantage of {THE PRODUCT} today do mind if I ask you a question?"***
    a. *Customer: "No, not at all."*
4. ***Mr. Jones, "I understand how you must feel, why pay for something you feel you wasted money on in the past. There may be another way of looking at it. Do you mind if I share something with you?"***
    a. *Customer: "Okay."*



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# BONUS SECTION
# HOW TO CLOSE ON THE PHONE

## The Calculator Close

Now that you're properly handing objections, you must close them to make the objection handling worth it and to make money. This is one of my best performing closes we use. We call it *"The Calculator Close"*.

*Here's the word track we use:*

Me: "Mr. Jones, there may be another way of looking at it. Do you mind if I ask you a question?"

Customer: "No."

Me: "How do we budget?"

Customer: "Monthly."

FSM: "How do we spend?"

Customer: "Daily."

Me: "That's right. Do you mind if I show you something?"

Customer: "No."

Me: "Well, you've already committed to $13 a day. Doesn't it make sense to spend just $1.60 more to have the coverage?"

FIGURES USED FOR ABOVE WORK TRACK

| | |
|---|---|
| Current Monthly Pmt. | $383 |
| Pmt. Increase w/ Bundle | $32 |
| $383/30 = $13. a day you've budgeted for | |
| $32/30 = $1. more per day | |

## DOUBLE YOUR PVR

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