



# 15 CAR SALES OBJECTIONS AND 7 OBJECTION HANDLING WORD TRACKS



# The 10 Reasons We Work On Car Sales Objections

1. **Build More Confidence:** You know what to say when customers push back.
2. **Sell More Cars:** Better objection handling helps you keep more deals alive.
3. **Improve Customer Trust:** Customers feel heard instead of pressured.
4. **Shorten The Sales Process:** You stop getting stuck on the same objections.
5. **Ask Better Questions:** You learn what the customer really cares about.
6. **Create More Urgency:** You help customers make decisions faster.
7. **Handle Price Concerns Better:** You learn how to move past “it costs too much.”
8. **Increase Follow-Up Success:** You know what to say after they leave.
9. **Become More Professional:** You stop winging it and start using a process.
10. **Build A Stronger Sales Career:** The better you handle objections, the more valuable you become.

## 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 Car Sales 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.



## Customer Says “They Are Just Looking”

They’ll say something like:

1. I’m just looking.
2. I’m not buying today.
3. I’m only comparing.
4. I’m not ready yet.
5. I need to see what else is out there.

## 2 Word Tracks We Use To Address This

1. **“No problem at all. Most people start that way. Just so I can point you in the right direction, are you looking for something for yourself or someone else?”**
  - a. Customer: “It’s for me.”
2. **“I understand. While you’re here, let me ask you this. What would make one vehicle stand out enough for you to consider it today?”**
  - a. Customer: “If it had the right features and the numbers made sense.”

## Customer Says “The Price Is Too High”

They’ll say something like:

1. That is too expensive.
2. I saw one cheaper online.
3. That payment is too high.
4. I need a better deal.
5. I do not want to spend that much.

## 2 Word Tracks We Use To Address This

1. **“I understand. Nobody wants to spend more than they need to. Other than price, is this the vehicle you would want to own?”**

a. Customer: “Yeah, I like the vehicle. I just wasn’t expecting the price to be that high.”

2. **“That makes sense. Before we focus only on price, can I ask what matters most to you in the vehicle itself?”**

a. Customer: “I just want something reliable and within my budget.”



### **Author Note: Do You Want To Sell More Cars?**

Learn more about Product Prep's Automotive Sales Certification Program, which includes an official Automotive Sales Certification plaque and certificate, 10 structured learning phases, 100+ automotive sales training videos, biweekly live training sessions with Gerry Gould, job placement assistance if needed, and a community of top automotive sales professionals.

*Learn more by [clicking here](#) or scanning the QR code.*



## **Customer Says “They Need To Think About It”**

They’ll say something like:

1. I need to think about it.
2. I need to talk to my spouse.
3. I will come back later.
4. I am not ready to decide.
5. I want to sleep on it.

## **2 Word Tracks We Use To Address This**

1. **“I understand. It is a big decision. Just so I know how to help, what part do you feel you still need to think through?”**
  - a. Customer: “Mostly the payment.”
2. **“That makes sense. Is it the vehicle, the numbers, or the timing that you are unsure about?”**
  - a. Customer: “It’s really the numbers.”

## Customer Says “They Want To Shop Around”

They’ll say something like:

1. I want to check other dealerships.
2. I have another appointment.
3. I want to compare prices.
4. I might buy somewhere else.
5. I want to see what else is available.

### 1 Word Tracks We Use To Address This

1. **“I completely understand. Before you do that, can I ask you this? If we have the right vehicle, the right numbers, and you feel good about the process, is there anything stopping you from doing business here today?”**
  - a. Customer: “No, if everything makes sense, I would consider it.”



# BONUS SECTION

## Be Cool And Stay In Your Seat

When a customer gives you an objection, do not panic and run straight to the desk. The payment is too high. The trade is not enough. They do not have money down. These are not automatic reasons to leave the conversation. They are chances to slow down, ask better questions, and build more value before bringing in a manager.

If you leave too fast, you lose control of the conversation.

If you stay calm, stay seated, and keep the customer talking, you learn what the real concern is.

The best salespeople do not run from objections. They work through them.

That is how you keep the deal alive, protect the process, and give yourself a better chance to sell the car.

## BOOST YOUR CAR SALES



Scan The QR Code or [Click Here](#) to get access to:

- 100+ Car Sales Training Videos
- Car Sales Objection Handling
- Car Sales Certification
- And so much more!



# Thank you!

# If you enjoyed this

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