

SKILL SHEET



PHONE OBJECTION HANDLING (1)

Let's take a look at some of the common objections you may encounter when taking an inbound sales call. Many of these can be avoided by simply doing a better job of taking control of the call at the beginning. However, even if you do perfectly at the beginning, many customers will still present some obstacle for you to overcome before coming in.

Take Control Early:

Use the technique below to create an opportunity to ask for the appointment early on in the call.

Thank you for calling (dealership) sales, this is _____, how may I help you? "I'm calling about a white F-150 I see on your website stock number 12345."

I'm familiar with that F-150, seems to be a lot of interest in that one so you've made a great choice. Have you driven this exact vehicle? "No." (this creates the moment of need to come into the dealership)

*Ok, **the first thing we need to do is** have you come and drive the vehicle to make sure it's the right truck for you. I've got openings at 2:15 or 4:45, which of those works better for you?*

"Before I come in, is this the best price?"

Well (customer name), we both know that the price you're seeing online is already very aggressive or you wouldn't have even made this call.

That being said, I do understand why you're asking. In fact, I'm just like you, I always want to make sure that I'm getting the best deal when I buy things too.

However, I also know that the price only matters if it's the perfect product. So let's do this, come in and drive the vehicle and make sure it's exactly what you want and then I'll let you speak directly with my sales manager about any pricing concerns.

Like I said, I've got openings at 2:15 or 4:45, which of those works better for you?

There will also be times where the customer will not come in without getting some information that only a manager can give. When you find yourself with one of these customers then you should try to get a soft commitment from the customer on when they will come pick up the vehicle if they like the information the manager gives. Managers are busy and it will help prioritize this customer if you can tell them when the customer will come pick up the vehicle.

"I'm not coming in until I get the drive-out number?" "I'm calling from 3 hours away." Etc...

All right (customer name), I'm going to go and speak to my sales manager about this for you. There is one very important thing that I need to know before going up there.

When I go up there to ask about this information, they are going to look at me and ask, "If the customer finds the terms agreeable, when are they prepared to come and take delivery of the vehicle?"

(customer name), when they ask me that, what can I tell them?