Instant Cash Offer

Recognizing Objection Types and Strategies for Responding

Value

Value-based objections are rooted in the number received from the Instant Cash Offer process

Response: Hope for gain

“Vehicles like yours are strong inventory for us; we’ll confirm the Instant Cash Offer and offer a separate bid—you can choose the higher of the final values“

“We’re only at the halfway point, don’t be discouraged by an incomplete offer”

Readiness

Readiness objections relate to the customer’s timeframe for taking action to dispose of their vehicle

Response: Support decision-making process

“What decision are you getting ready to make regarding your vehicle?”

“Did the Instant Cash Offer value influence moving forward or adjusting your timeline?”

EX. 1

Client

Thanks but I’m waiting on the right price.

Dealer

Understand, an F-150 with that kind of mileage can bring all the money!

I’d like to give an independent, competitive offer. Do you still have both sets of keys and the owner manuals?

A. Value
B. Readiness

EX. 2

Client

Thanks but I’m just looking around right now ... Not serious.

Dealer

I can understand wanting to keep an eye on the value ... especially with the current demand in the pre-owned market.

What made you curious about the value of your Explorer?

A. Value
B. Readiness

EX. 3

Client

Just window shopping ... Won’t be in the market till next year.

Dealer

Smart idea to see where you’re at value-wise today, but you don’t have a finalized offer. We just need a few minutes to confirm the condition and you’ll have a final bid ...

That way you have all information you need to make an informed decision.

A. Value
B. Readiness

EX. 4

Client

Thanks but I’ve gotten a higher offer from another dealership.

Dealer

Can I ask if the other dealership has had a chance to see the Corolla?

With those miles, it’d be a hit on my pre-owned lot! Can we have the chance to confirm the offer from Kelley Blue Book and make a separate bid?

A. Value
B. Readiness