

SKILL SHEET

OBJECTION-RATES ARE TOO HIGH RIGHT NOW

There are certain times when interest rates will be a genuine concern for our customers. It's important that we don't try to invalidate the customer's concern. This will cause them to be even more defensive and will sacrifice any rapport that you have worked to build up until that point. Paying too much in interest is a valid concern, treat it as such. Remember, the customer is just having the same concerns that you would be having during times when rates are volatile. Nobody wants to pay more than they have to.

Step 1: LISTEN TO THEIR CONCERN

Step 2: ACKNOWLEDGE IT IS LEGITIMATE

Step 3: OFFER A SOLUTION

Most salespeople ignore steps 1 and 2.
Do not skip those steps!!!



"I'm not making a decision today because rates are too high right now."

"I want to wait and see if rates will come down even lower."

"I understand where you're coming from _____ (their name)."

"Interest rates are important to me as well whenever I'm financing anything."

"I just want to make sure, you did like the vehicle, correct? It is the one you want, right? ("Yes")"

"Ok, great. The advice I always give to my other customers like yourself that are concerned about rates is this, go ahead and move forward with the purchase today so that you secure the worst-case scenario."

"If rates go up, then you are locked in below the market and you win or if rates drop you can always refinance the loan and you win."

"Doing it this way actually gives you more security and peace of mind."

"By the way, once you speak with my business manager and see what options they can present you, I think you'll be pleasantly surprised."

NOW TRY TO JUST MOVE FORWARD WITH YOUR CAR DEAL! REMEMBER, IF RATES WERE TRULY TOO HIGH FOR THEM RIGHT NOW, THEY WOULD NOT HAVE COME DOWN TO THE STORE OR CALLED IN.