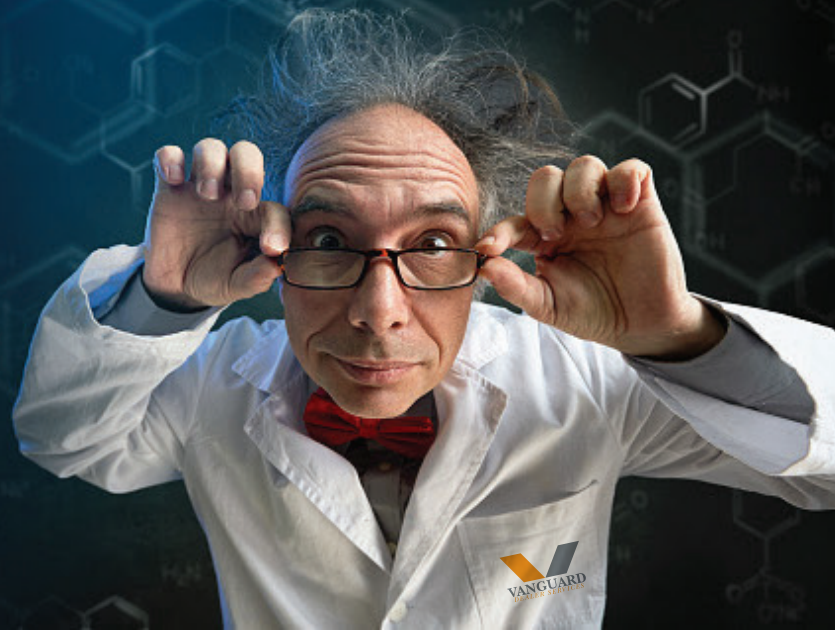


CASH BUYER BLUES

Dose #1

Turn Buyers Blues into Green Gains



Buyers Blues into Profitable Moves

It's time to CURE the Cash Buyer Blues. Many F&I professionals view cash deals as stumbling blocks, whereas experienced, great F&I professionals see them as stepping stones. Yes, stepping stones to uncovering the hidden objection(s) and gaining customer acceptance is the key to driving PVR and viewing cash buyers as opportunities!

THE 1st DOSE OF MEDICINE FOR CURING THE CASH BUYER BLUES...

We must assume that pure cash buyers are people of means. They have worked hard and saved enough to pay for a new or used automobile, RV, marine or powersports vehicle with cash. We also must naturally assume that the cash buyer would want the most value from a vehicle, the most at trade in time, and would try to preserve spending any more cash in the future.

Let's see how we can capitalize on these frugal and savvy buyers.

Historically, vehicles are not very good investments. Most of them depreciate rapidly. Start talking to the cash buyer about protecting their CASH. Most cash buyers desire to hold onto their cash, now and down the road. We need to speak in terms of "Fixing the Cost of Repairs & Maintenance" by offering an inflation-proof vehicle service contract and/or pre-paid maintenance plan that will fix the cost of repairs now and 5 years from now.



FIRST, stop talking to these cash customers about protecting their 'investment.'

"Mr. or Mrs. Customer, what if I promised you that the most you would ever need to spend on your new vehicle for unforeseen repairs was only \$600 per year? That's only \$50 per month, other than gas and maintenance. Would you agree, that's pretty reasonable?"

"Yes"

"Mr. or Mrs. Customer, \$600 per year over the next 5 years comes to \$3,000. You will be happy to learn that our vehicle service contract plan is much less than \$600 per year and picks up full sign & drive roadside assistance, including towing and substitute transportation. Can you understand how our vehicle service contract program is significantly less money than you thought and how it will protect your cash by fixing the cost of repairs, now and up to 5 years from now?"

"I guess so"

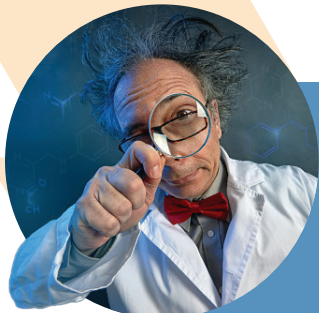
"Did you want to secure the 5-year plan or look at a 6-year plan?"

FINALLY, we must converse with the cash buyer at their level. If we want to help them protect their cash, choosing a vehicle service contract or environmental protection plan at time of sale will reap real cash savings down the road at trade-in time.

"Mr. or Mrs. Customer, I'm certain that a smart investor like you wants the most money for their vehicle that they can get at trade-in time. What do you think is the single greatest determinant of vehicle value at trade-in?"

"Condition of the vehicle?"

"That is correct! There is a giant swing in vehicle value between rough, average, and clean book. That's why people who work hard and save money take advantage of our vehicle service agreement and environmental protection plans, as they want the most out of their cash investment when it comes time to trade. Having a great exit strategy at trade-in time will help preserve your cash investment. Did you want to go with a 5yr/75k plan or look at a 5yr/100k plan?"



If you dive into cash deals with this mindset and strategy, you will **BUILD UP YOUR IMMUNITY TO THE CASH BUYER BLUES** and the Objection Doctor won't have to administer any medicine.