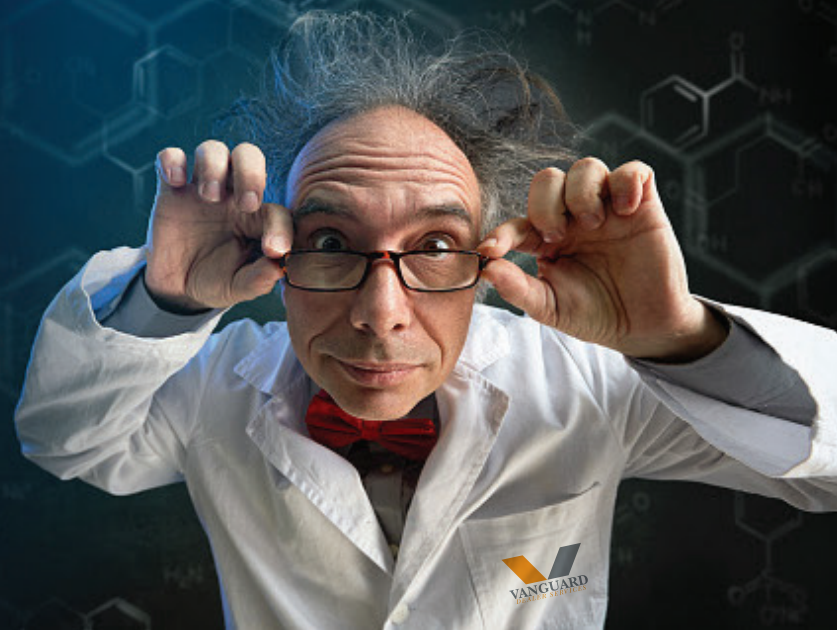
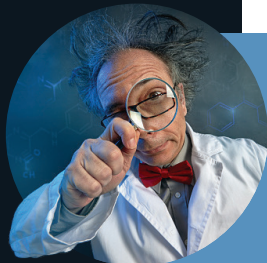


Greater Customer Experience:

My Per Vehicle Retail is Suffering

“In my quest to provide a great customer experience, I seem to give up after the first hint of a customer objection and my \$\$ PVR is suffering because of it. Help me!”

Hmmm...I think I've seen this condition before. You've got a bad case of **AAS – Agreeable & Argumentative Syndrome.**



AAS – AGREEABLE & ARGUMENTATIVE SYNDROME.

Your desire to provide a great customer experience and the fact that you're a nice person has persuaded you to simply agree with the customer instead of potentially upsetting them. Kind of like Tommy Boy who asks a prospective client to buy, but at the slightest resistance, says 'okay then.' Agreeable and Nice are great attributes, but they don't get the job done. And they certainly don't help the customer protect their investment!

Further, you believe that to offer up a rebuttal, or objection handling technique, may make you seem argumentative. It may well be the case if you haven't honed your skills and practiced handling each objection that a customer throws your way.

The simple cure is being informational. When a customer says 'NO,' they are not rejecting you. They are rejecting what you have said. What they are really saying is 'You haven't provided me with enough information to be able to say YES!' When a customer says "NO," don't give up too quickly by believing that they'll think you're not being agreeable. An argumentative position only occurs when we don't have new or factual information to share with the client.

THE CURE:

INFORMATION IS THE REMEDY FOR THIS AILMENT.

Study up on all the customer benefits your protection products provide and tell everyone who will listen!