

The Wait-and-Worry Warranty Myth

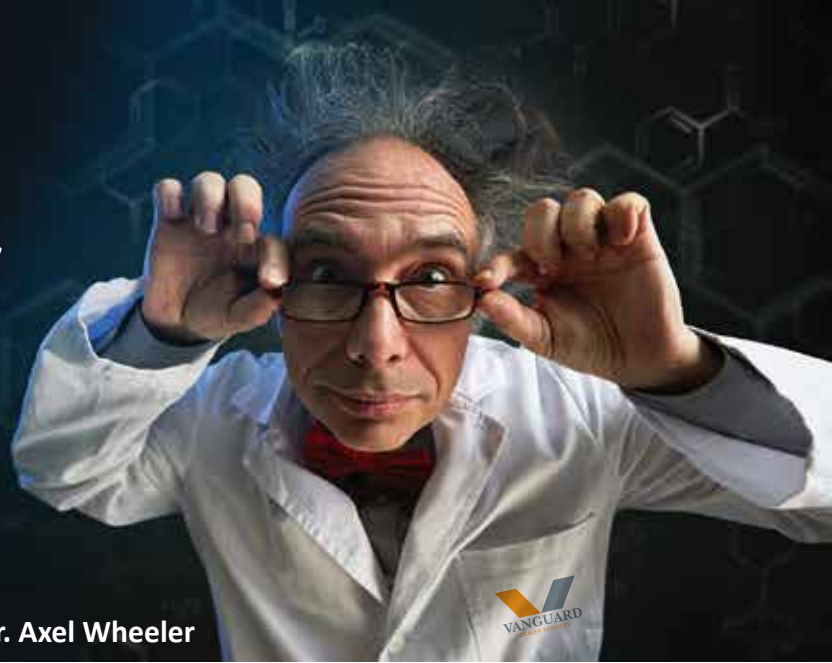
Objection Doctor

Objection Doctor, I keep running into customers who want to delay buying a Vehicle Service Contract.

They say, “I’ll just add the warranty later if I need it.”

They think they can wait until something goes wrong—but they don’t realize how that works.

What advice do you have?



Dr. Axel Wheeler

THE OBJECTION DOCTOR IS IN— AND TODAY, WE’RE SCRUBBING IN FOR ONE OF THE MOST COMMON F&I AILMENTS:

The Classic “I’ll get it later” defense. Let’s diagnose it, dissect it, and deliver the cure.

It feels logical to the customer at first. Why pay for something now when they might not need it right away? But here’s the truth: putting off that decision often leads to higher costs, more headaches, and zero protection when they need it most. And for us? It means missed revenue and a customer we failed to protect.

Let’s Break it Down.

When will they actually think about a service contract again? Usually, when they’re stranded with a blown transmission or a dead alternator—stressed, frustrated, and staring down a repair bill with *no coverage*.

And it doesn’t stop there...





Before they can even be considered for a service contract at that point, they'll need to:

- Pay out of pocket for the repair
- Front the cost of an inspection
- Cross their fingers that their claim history doesn't disqualify them—deal with the possibility of **less coverage** or even a denial, based on the repair history



Now let's talk numbers:

- Average repair bill: **\$1,500**
- Vehicle inspection: **\$175+** (not including whatever else the tech finds)
- Service contract: **Still due—and often pricier than if purchased at time of sale**

End result? Triple the stress, double the cost, and zero peace of mind.

When this objection pops up, don't just hear "maybe later." Hear a future problem in the making—and step in with the real solution. You're not just selling a warranty.

You're selling protection, convenience, and confidence when it counts.

Keep those objections coming—
I've got the prescription. Together, we'll turn
every "no" into a "whoa, thank you for saving me."
Let's get back out there and win the next one.

