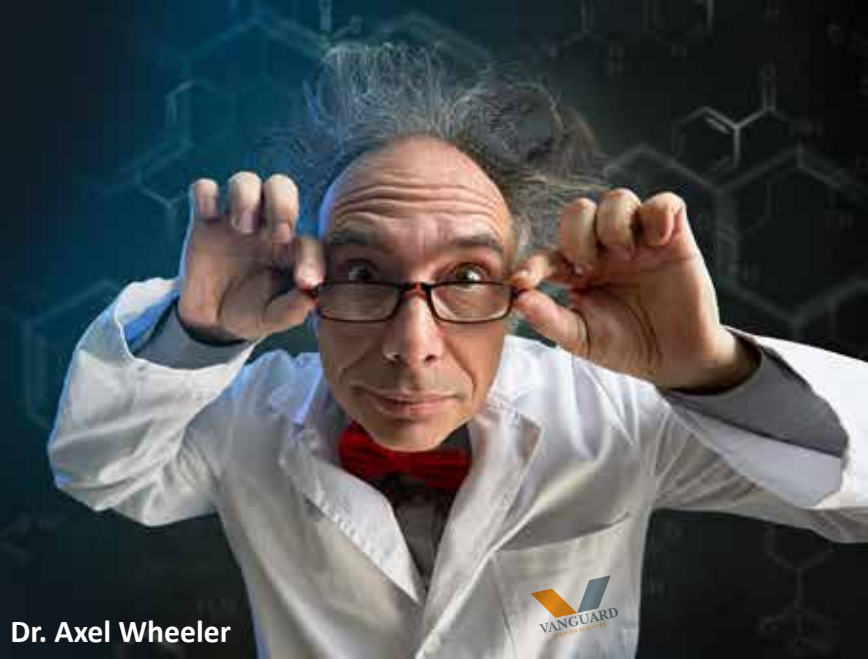


“My Mechanic Has Me Covered”

Objection Doctor

Objection Doctor, I keep hearing customers say, *“I only want to sign up for a service contract with someone I know and trust.”*

I get it—they feel more comfortable with their personal mechanic. But how do I respond without losing credibility or sounding defensive?



Dr. Axel Wheeler

HOW TO HANDLE THE TRUST OBJECTION

When it comes to presenting a Vehicle Service Contract (VSC) to a customer at your dealership, this concern is valid. However, it’s also an opportunity for the business manager to build rapport, address misconceptions, and highlight why purchasing a VSC from the dealership is a safe, reliable choice.

Acknowledge and Validate the Concern

The first step is empathy. Respond with something like:

“I completely understand. Trust is a big part of making any financial decision, especially when it comes to your vehicle. Let’s talk about why our service contract is something you can feel confident in.”

By validating their feelings, you avoid sounding pushy and position yourself as an advisor rather than a salesperson.

Compare the Scenario

“So, what I’m hearing is that having someone you trust to take care of your vehicle is important to you, right? What’s your mechanic’s name?”

[Customer answers]

“Now imagine this: you tell [Mechanic] you’ll pay



him a small amount every day for the next few years... and in return, he has to be on call 24/7, cover any mechanical or electrical breakdowns, pay for the parts and labor, tow your car when needed, cover a loaner, even help if you're out of town—and guarantee all the work.

Think he'd go for it?

That's exactly what this service contract does, except instead of a maybe, it's a promise. And instead of hoping your mechanic can handle it, you've got certified techs right here who know your vehicle inside and out.

Can you see how that kind of protection could make sense?"

Stress the Built-in Service Convenience

A major benefit of purchasing a VSC from the dealership is the seamless integration with the service department:

- Repairs are handled by factory-trained technicians who know the vehicle inside and out.
- Genuine OEM parts are used, ensuring quality and compatibility.
- Claims are processed in-house, meaning less hassle and quicker turnaround times.

This convenience is often more valuable to customers than they initially realize.





Highlight the Dealership's Reputation

Customers often underestimate how much credibility a dealership brings to the table. As a business manager, you can reinforce that:

- The dealership has a vested interest in long-term customer satisfaction.
- Your service contracts are backed by established, reputable providers with a proven track record.
- The dealership has local accountability — if there's ever a concern, they can walk into a physical location and speak with a real person.



Close with a Confidence-Building Statement

End the conversation by reassuring them:

"With us, you're not buying a piece of paper from a stranger. You're investing in protection from a dealership that stands behind every contract we sell."

When handled with empathy, facts, and trust-building, this objection becomes an opportunity to not just close a deal, but to strengthen the customer's confidence in your dealership for years to come.

