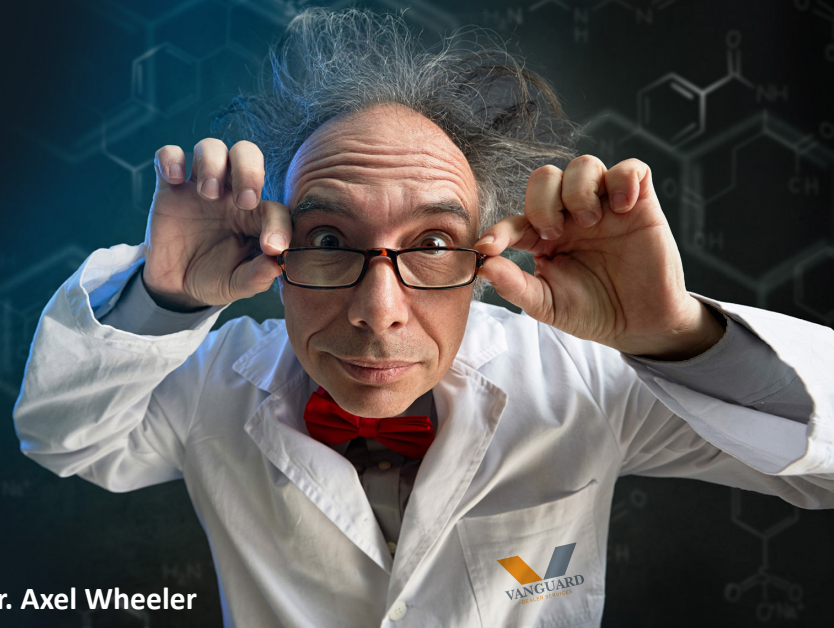


When Clean Isn't Enough

Objection Doctor

Customers keep telling me they wash and wax their car regularly, so they don't see the value in additional protection. How do I respond without coming across like I'm questioning how well they take care of their car?



Dr. Axel Wheeler

THE ART OF FRAMING PAINT PROTECTION

You're not dealing with resistance here — you're dealing with pride. And that's actually a great place to start.

When customers say "we're clean people," what they're really saying is, we take care of what we own. That's not an objection — it's a compliment waiting to be turned. You just have to connect their commitment to the product's purpose.

Here's how to reframe it:

Start by acknowledging the effort.

"I can tell you take great care of your vehicle — most people don't wash as regularly as you do. This protection actually works right alongside what you're already doing."

Then explain the real value.

Because paint sealant isn't about covering up neglect — it's about protecting the effort they're already investing. They're washing away surface dirt but not shielding against what's slowly working into the paint: UV rays, acid rain, road salt, oxidation, and all the invisible culprits that don't care how clean the car is.



Break it Down Simply:

- **Appearance** – Keeps the car looking newer, longer — even between washes.
- **Time & Convenience** – No need to wax every few months. Wash and you're done.
- **Money** – A clean car is great; a glossy, protected one holds more resale value.
- **Peace of Mind** – Lifetime warranty means one less thing to worry about



Close with Perspective

You're already doing what most people don't — taking care of your vehicle. This just ensures your effort lasts. It's not about replacing your care; it's about enhancing it

You're not challenging their habits —
you're validating them.

Because when someone takes pride in their vehicle,
all you have to do is show them how to protect that
pride for the long run.

