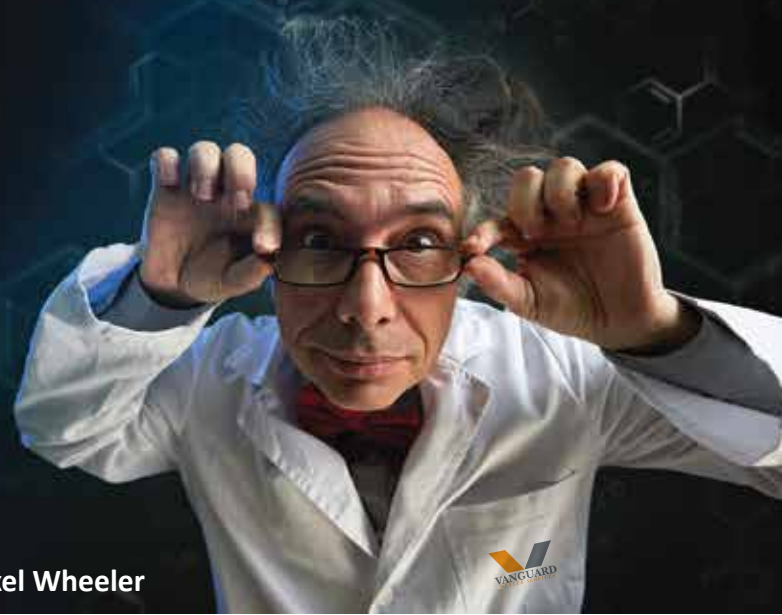


## The Lost Key Objection: Unlocking the Value Conversation

### Objection Doctor

**"I just don't see the key program as beneficial to us"**

The Doctor has heard this numerous times in many stores. The customer isn't being dismissive; they just can't feel the value yet. Keys don't seem important until they're missing, and by then, it's too late to appreciate the protection.



Dr. Axel Wheeler

The cost for replacing keys varies, and customers may not realize that depending on the type of key, it can be anywhere from \$100 to over \$500 for a key replacement. Statistics show that hundreds of thousands of drivers need to have their keys replaced every year.

#### Here's how to reframe it:

##### Start with empathy.

"I completely understand where you're coming from. Honestly, most people don't think much about their keys until something goes wrong."

Because here's the truth: customers aren't undervaluing the program — they're underestimating how expensive and stressful key loss has become. Modern keys are miniature computers, not metal cutouts. Losing one can set off a chain of inconvenience that stretches from towing to reprogramming to locksmith costs.

That's why connecting emotionally and logically matters.

##### Use emotional anchors.

Words like peace of mind, saving time, and convenience aren't fluff. They're what customers actually care about when life gets inconvenient.

##### Paint a quick, relatable scenario.

"Picture this — you're running late, arms full of groceries, and realize your keys are gone. The spare's at home, the dealership's closed, and towing alone costs more than dinner for two.

With this program, one call and it's handled."





### Then highlight tangible value.

The program covers up to \$800 for key and remote replacement and reprogramming — plus 24-hour roadside assistance and locksmith services. That's real money, real convenience, and real coverage for something that happens more often than people think.

### Now tie it all together:

“Mr. and Mrs. Customer, I completely understand how you feel. I felt the same way at first, until I saw how much hassle and cost this program saves people. It really comes down to three things — peace of mind, saving time and money, and convenience. Since those matter to you, doesn't it make sense to include protection like this? Would you prefer to roll it into your monthly payment or take care of it upfront?”



**Rather than selling a product, you're safeguarding convenience. Because the best time to appreciate a key replacement plan is before the keys go missing.**

