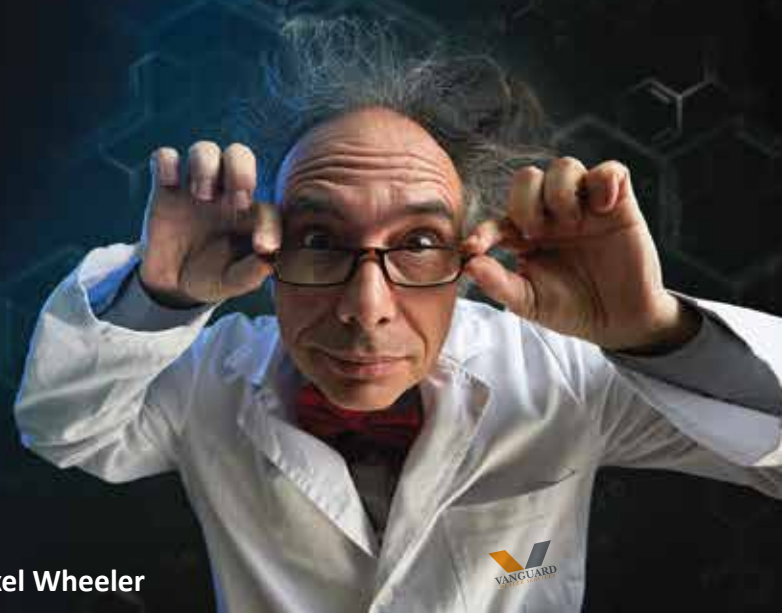


## The “Sounds Good” Stall Objection Doctor

I’ll explain the benefits, the coverage, even walk the customer through examples. But still, I get the same polite pass:

*“It sounds good, but I don’t think it’s right for us.”*

They’re not saying no outright, but they’re not saying yes either. It’s like they’re stuck in neutral. What’s the move here?



Dr. Axel Wheeler

We’ve all heard the deflection before. It’s the kind of response that sounds final but really means the customer just isn’t fully convinced yet. They’re interested, but something’s holding them back — maybe uncertainty, maybe a lack of context, maybe just hesitation to add “one more thing” to the deal.

This is your moment to bridge the gap between what sounds good and what makes sense. When a customer says this, they’re asking for clarity on how it applies to their situation, not rejecting the value.

**Here’s a simple way to reframe the conversation:**

“I completely understand. It’s not always easy to see the need for this kind of protection until you’ve seen what happens without it. Let’s take a look at what the costs might look like if your vehicle were stolen and not recovered.”

**Then, walk them through the real numbers many customers overlook:**

- Insurance deductible: \$\_\_\_
- Down payment: \$\_\_\_
- Taxes & license fees: \$\_\_\_
- New insurance premium: \$\_\_\_



Once added up, it's clear that out-of-pocket costs add up quickly. With our theft protection program, customers can avoid those unexpected expenses altogether.

**Close the loop with something simple and confident:**

"It's really about protecting your investment and keeping you from paying thousands to replace what you already had. Would you like to include that protection in your payment, or take care of it separately?"

When you approach this objection with understanding and a clear, numbers-based explanation, you're choosing to guide the customer, not push them.



**Because sometimes,  
"It's not right for us,"  
really just means,  
"Show me why it is."**

