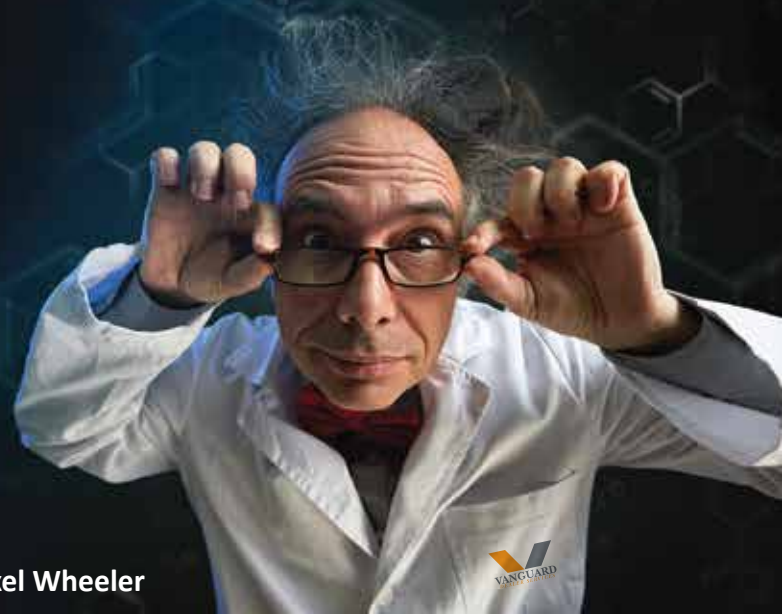


The “We don’t need it.” Pothole: How to Steer Customers Toward Tire & Wheel Protection

Objection Doctor

“Doc, I need help with Tire and Wheel. I explain everything, I walk them through the coverage, the benefits, the repair and replacement details, all of it. But when I ask for the sale, I still get, ‘It sounds good, but I just don’t think we need it.’ They are not shutting me down, but they are not moving forward. What should I be saying instead?”



Dr. Axel Wheeler

The Doctor has arrived! Tire and Wheel might be one of the simplest protections to understand, yet one of the hardest for customers to picture themselves needing. This objection is common because customers think of road hazards as rare events. That is where your approach can shift the entire conversation.

Start with alignment instead of argument:

“I completely understand what you are saying but let me share something that might help you see the value more clearly.”

Shift the conversation to the three things every customer cares about:

- ① Peace of mind
- ② Saving money
- ③ Appearance

Now connect those priorities to real-life relevance:

“With Tire and Wheel protection, you are covered any time you hit something that is not meant to be in the road. If the tire or wheel cannot be repaired, it is replaced. This includes aftermarket wheels, and the plan even pays for mounting and balancing. That puts real money back in your pocket. You would agree those costs add up quickly.”

Every Customer Cares About



Peace of Mind



Saving Money



Appearance



Reinforce the gap they did not know existed:

“Your tires and wheels are the only parts of the vehicle that touch the road. The manufacturer's warranty does not cover them at all. This fills that gap entirely. That kind of protection would give you real peace of mind, right?”

Then close with confidence and options, not pressure:

“Since saving money and peace of mind matter to you, it makes sense to protect the part of the vehicle most exposed to damage. Would you prefer the 60-month plan or the 72?”



Final Prescription

Customers rarely object to the product itself that you thoroughly explained to them. However, they often do object to the idea that they might be spending money without purpose. When you help them to further understand the meaning behind the protection, the decision becomes far simpler. Your guidance is the bridge that gets them there.

