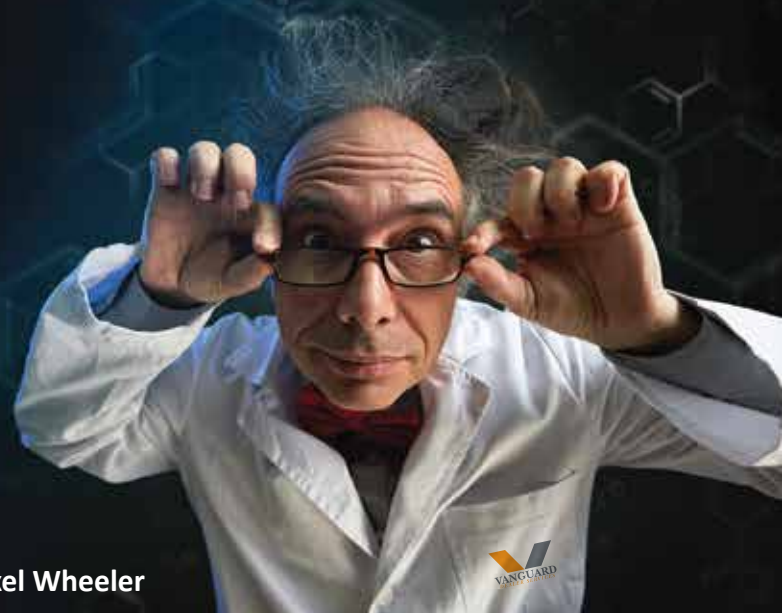


## The Courtesy Curveball: Handling “I Don’t Think It’s Right for Us” Like a Pro

### Objection Doctor

“Doc, I’m getting the polite brush-off. I present it well, they’re engaged, and then I hear, ‘I just don’t think it’s right for us.’ They’re nice about it, but they just stop. How do I keep it moving without pushing?”



Dr. Axel Wheeler

#### Notify your staff - the Doctor is in!

That line shows up at the end of a lot of solid presentations. **“I Don’t Think It’s Right for Us.”**

The customer simply feels unsure, and uncertainty slows everything down.

If you respond by repeating coverage details or stacking on more features, the conversation gets heavier. Instead, ease into alignment.

**“Mr. and Mrs. Customer,  
I understand where you’re  
coming from.”**

Say it calmly and mean it. By the time they reach your office, they’ve already made multiple decisions. They’ve negotiated, reviewed figures, and committed to a purchase. Mental fatigue and budget awareness are both high. Adding anything extra requires confidence, and confidence requires clarity.

Once you’ve acknowledged their position, shift into perspective.



“Let me share something I’ve seen happen with other customers.”

“When you first looked at this vehicle, what stood out?”

“The same things that made this vehicle appealing to you will matter just as much when it’s time to trade or sell.”

“Our appraisal team can immediately tell when a vehicle has been maintained and protected. It affects how smoothly it moves through inspection and resale.”

“Can you see how handling this now could make things easier later?”

“Would you like to include it in the payment?”

That keeps the tone conversational. Instead of correcting them, you’re choosing to draw on experience. If the product is Environmental Protection, take them back to the moment that created excitement.

They’ll usually mention the condition, the shine, the interior, the overall feel. Those details influenced their decision more than they realized. This can be your opening.

Now the focus moves toward retained value and ease of ownership. Customers begin thinking beyond today’s payment and toward the long-term picture.

Next, bring in practical reasoning to support it.

That adds logic without sounding technical. Buyers understand resale value. They understand avoiding unnecessary wear. They understand convenience.

Before you advance, pause.

You’re inviting them to connect the dots on their own. When they do, the next step feels natural.

**Clear. Confident. No added pressure.**



Most customers who say it “isn’t right for them” simply need help seeing how it fits into their bigger picture. When you slow the conversation down, reconnect them to what they value, and guide them through the long-term impact, hesitation often fades.

**Your job is to guide smarter, not push harder!**

