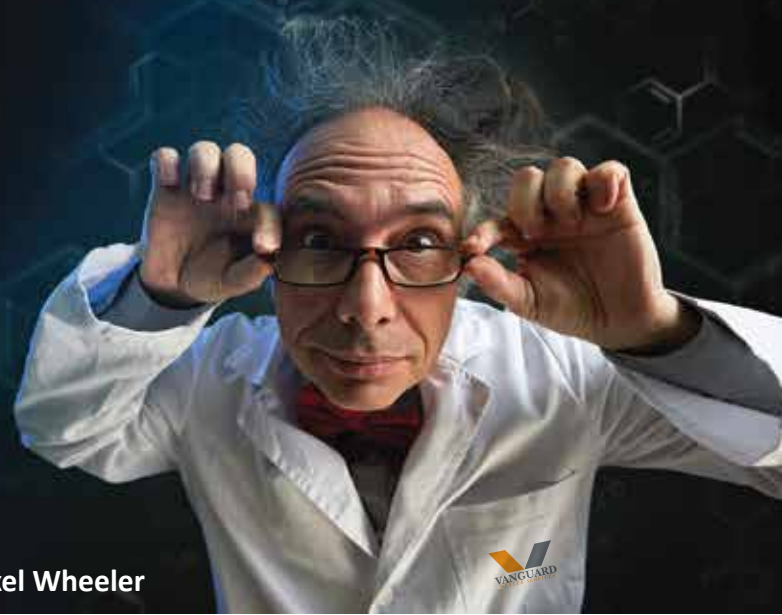


# Dent and Ding Protection: The Cost of “It’s Not a Big Deal”

## Objection Doctor

“When I bring up dent and ding protection, most customers don’t see the point. They’ll say it’s not something they really need, and it’s hard to build urgency around it. It’s not like an engine or transmission issue, so the conversation loses momentum quickly. Please Objection Doctor, help me to get them seeing the value!”



Dr. Axel Wheeler

### Not to fear, the Doctor is here!

There is a particular type of objection that shows up in the F&I office time and time again, and it tends to surface around products that customers view as “nice to have” rather than necessary. Dent and ding protection often falls into that category, not because it lacks value, but because the problem it solves feels distant at the time of purchase.

When a customer takes delivery of a new vehicle, their attention is centered on the condition it is in at that time. The paint is flawless, the body panels are clean, and there is a strong sense of pride attached to how the vehicle looks. In that moment, it is difficult for them to picture anything ruining that condition, especially something as small as a minor dent or door ding.

What tends to be overlooked is how frequently those small incidents occur once the vehicle is in everyday environments. Parking lots, garages, and crowded spaces introduce variables that are outside of the customer’s control. Over time, even careful drivers find themselves dealing with cosmetic damage that was never part of the plan. While each instance may seem minor, the cumulative effect changes how the vehicle looks, its value, and, in many cases, how the owner feels about it.

The hesitation to move forward usually connects back to the repair process customers have in mind. Many people associate dent repair with traditional body work, which can involve repainting, time in a shop, and coordination with an insurance provider. For something that appears cosmetic, that process can feel disproportionate, leading customers to delay repairs or avoid them altogether.



Paintless dent repair introduces a different experience, one that aligns more closely with how customers would prefer to handle these situations. By preserving the original finish and eliminating the need for repainting, the process becomes faster and more cost-effective. It also removes the need to involve insurance, which helps customers avoid potential rate increases tied to minor claims.

As a vehicle ages, maintaining its exterior condition plays a meaningful role in its overall value. A well-kept appearance supports stronger resale or trade-in opportunities, which brings a financial component into what initially seemed like a cosmetic concern. What felt like a minor issue at delivery can have a measurable impact later in the ownership cycle.

Helping customers understand this requires shifting the conversation from the present moment to the broader ownership experience. When they can clearly see how often these situations arise and how simple the solution can be, the value becomes easier to recognize in practical terms.

### Final Prescription

Customers make decisions based on what feels relevant in the moment, which means the role of the F&I manager is to expand that view beyond delivery day.

Every objection has a root cause, and this one tends to come down to timing. The need feels distant, so the value feels optional. Your role is to bring that future moment into focus while the decision is still easy to make.



Treat the condition early,  
and the outcome is always better.

