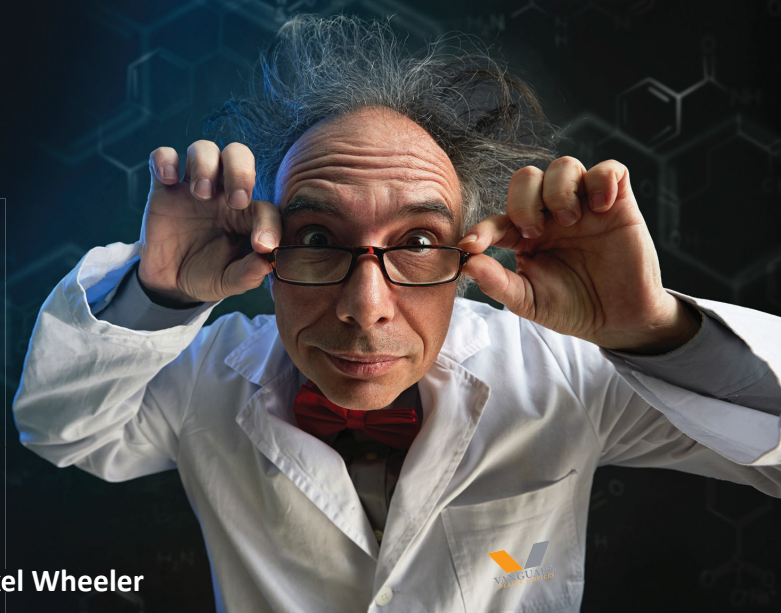


The Speed Trap: Why Faster Presentations Often Lead to Slower Sales

Objection Doctor

"Lately, I feel like I'm flying through every presentation. I'm worried about taking too much of the customer's time, so I move quickly, hit the main points, and try to keep everything efficient. But the faster I go; the less engaged customers seem to be. How do I slow down without making the process take longer? Help me write the right prescription!"



Dr. Axel Wheeler

You don't need a stethoscope to spot today's problem. You just need to watch a few menu presentations.

A business manager walks into the F&I office determined to respect the customer's time. Every explanation is shortened. Every transition happens a little quicker. Every product gets presented at top speed.

By the end of the menu presentation, the customer certainly heard everything.

The problem is they haven't had time to absorb much of it.

Many managers mistake speed for efficiency, but customers experience those two things very differently. A presentation that feels rushed can create uncertainty. When people feel like they're trying to keep up, they naturally ask fewer questions, and default to the safest response they know.

"No thanks."

That response isn't always a rejection of the product. Sometimes, it's a reaction to the pace of the conversation.

Take a moment to think about the best conversations you've had with customers. Chances are they weren't the fastest ones. They flowed naturally. The customers had opportunities to ask questions and connect the product to their own ownership experience.

This simply gives customers room to participate without adding an extra ten minutes.

One simple adjustment is to stop after introducing a benefit and let the customer respond before moving to the next point.





For example:

"Mr. and Ms. Customer, I know I've covered a lot already. Before we move on, how does that sound to you?"

That one question invites customers back into the conversation. Instead of trying to catch up with the presentation, they're helping shape it.

Another habit worth developing is becoming comfortable with brief pauses. Many business managers instinctively fill every second with more information. A short moment of silence often gives customers the opportunity to think, process, and ask the question that ultimately leads to the sale.

Customers rarely remember how quickly a presentation moved. They remember whether they felt comfortable making a decision.

When the conversation feels natural, the entire process often feels smoother, even if the clock says it took the same amount of time.

Final Prescription

Customers appreciate an efficient buying experience, but they also want to feel informed along the way. The goal is to create a conversation that keeps customers engaged from beginning to end.

When customers are given the chance to keep pace with the presentation, decisions become easier, objections become fewer, and the process feels better for everyone involved.



**Now close the chart, open the menu,
and let the conversation do the work.**

