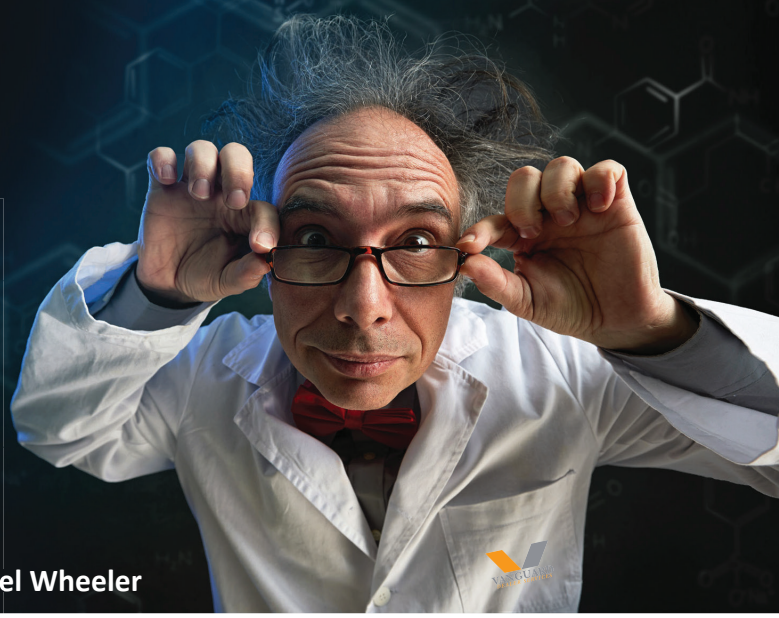
The Objection Dr. Rx: Issue 38

Five Simple Phrases Every F&I Manager Should Prescribe

Objection Doctor



Dr. Axel Wheeler

This month, we're doing something a little different in the Objection Doctor's office.

Instead of diagnosing one specific objection, I'm reaching for my prescription pad and giving you five simple phrases to use with your customers. These phrases can help lower defenses, build trust, and keep the conversation moving.



Remember, overcoming an objection doesn't always mean having the perfect comeback. Sometimes, the best thing you can do is slow down, listen, and make the customer feel heard.

Here's this month's prescription.

1. "Help me understand..."

When customers object to a product, don't assume you know why.

If a customer says, "I don't need that," try responding with, "Help me understand what concerns you about it."

Now you're not arguing. You're asking.

The customer may be worried about the price. Maybe they had a bad experience with a similar product. Or perhaps they simply don't understand the value.

You can't treat the objection until you know what's causing it.



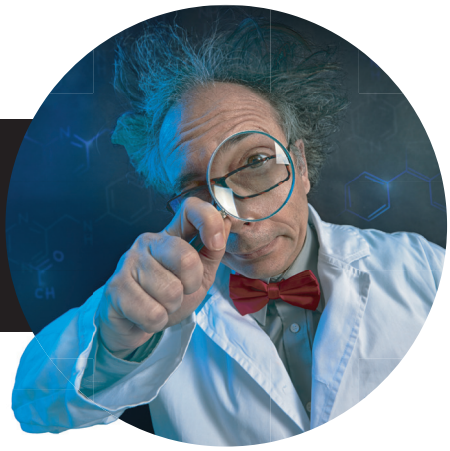
The Doctor's Prescription

Here's your prescription for this month: **Ask more questions, listen to them longer, and make recommendations based on what you hear.**

Great objection handling isn't about winning an argument. It's about creating a conversation where customers feel heard, respected, and confident in their decisions.

When customers trust you, defenses come down. Questions become easier to answer. And the F&I conversation becomes better for everyone involved.

Until next month, keep listening; and keep building trust.



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2. "Can you tell me more about that?"

Think of this phrase as your follow-up exam.

A customer might say, "I had one of those before, and it wasn't worth it."

Don't jump into a sales pitch. Say, "Can you tell me more about that?"

Then listen.

Their answer gives you valuable information. More importantly, it shows the customer that you care about their experience, and not just the sale.

3. "Based on what you've shared..."

Customers want to feel like your recommendation fits their needs.

Suppose a customer tells you they plan to keep their vehicle for seven years. Later, you might say, "Based on what you've shared about keeping this vehicle long-term, this may be worth considering."

Now your recommendation has a reason behind it.

You're connecting the product to something the customer already told you was important.

4. "That's a fair question."

Never make customers feel uncomfortable asking questions.

"That's a fair question" is a simple way to lower the temperature in the room.

It tells customers they aren't being difficult. They're simply trying to make a good decision.

Once you acknowledge the question, answer it clearly and directly. Trust grows when customers feel comfortable asking you anything.

5. "My job is simply to make sure you have all the information before you decide."

This may be the most important phrase on my prescription pad.

F&I can sometimes feel overwhelming to customers. They've negotiated a vehicle, discussed financing, signed paperwork, and heard a lot of information.

Remind them that you're there to educate them.

Try saying, "My job is simply to make sure you have all the information before you decide."

That statement can change the tone of the entire conversation.