

OVERCOMING OBJECTIONS ON THE PHONE

Knowledge Test

1. You can use the same kind of strategies in talk tracks to overcome objections whether by phone, in emails, or in text messages.
 - a. True
 - b. False

2. The acronym AIM stands for Acknowledge, _____, and then Move On.
 - a. Investigate
 - b. Ignore
 - c. Illustrate
 - d. Instruct

3. No matter if you're facing an objection or a buying signal, what is your main goal on the phone call to a prospect?
 - a. To try to sell a car
 - b. To give them any information they may need
 - c. To schedule an appointment that shows
 - d. Ask what car the prospect is interested in buying

4. The more information you give over the phone, the easier you make it for a prospect to eliminate you.
 - a. True
 - b. False

5. Is it ok to offer some kind of incentive such as a small gift card to a customer if they come to the appointment and we cannot meet the expectation that we set over the phone?
 - a. Yes
 - b. No

6. What is one reason you should not offer a specific price over the phone?
 - a. It could become a back and forth with your competitor.
 - b. It may be higher than other dealerships.
 - c. Both A and B
 - d. Neither A or B

7. When someone tells us, "that's outside of my budget" or "I can't afford a new car," what should we be ready with?
 - a. ...with today's incentives and with the right loan terms, I'm certain that we can find the perfect vehicle for you that will fit into your budget.
 - b. I certainly don't want to push you into something you cannot afford, please call me if you are ever in the market for a new car.
 - c. The price we have listed is our very best price we are able to offer at this time, sorry that we are not able to make this work for you today.
 - d. What could you afford?

8. The reason we can't make an offer on someone's vehicle sight unseen is because there are two things that this might lead to, either lying to them or low-balling them.
 - a. True
 - b. False

9. What might be something you could say to an owner marketing prospect on the phone to get them into the dealership?
- I have a buyer and an immediate need for your Tundra.
 - I have two appraisal times open on Tundras this afternoon.
 - I have a 12:45 and a 1:15, which one works better for you?
 - All of the above
10. It is ok to make an appointment on Monday for a Saturday.
- True
 - False
11. What should your goal be by the end of a prospecting phone call?
- Selling a car
 - Answering any customer questions
 - Valuing the prospect's trade-in
 - Scheduling an appoint for a specific time