



Frame the Close-3k Less Than Sticker- House Analogy

- ★ When a customer makes a terrible unrealistic offer- We are talking \$1,000's AWAY.
 - We will not ask rookie questions that lead to embarrassing your customers and MORE smokescreen objections.
 - Example of a rookie question: Where did you get that offer from?
 - This leads to more smoke from the customer and you have a fire to put out as is.
 - All it will do is pin them in a corner and raise their cortisol levels and make them lie to you. You can ask them later and use it if they don't agree with your numbers.
- ★ Step #1- Frame the deal
 - Hey [Customer Name], I want to earn your business and it is important to me and the dealership. What I'd like to do is show you how we came up with our price on the vehicle and if it doesn't make sense, you can tell me where you got your number from and no matter what- we will iron out a fair deal.
- ★ Step# 2- Use and watch the following analogy in Ch. 8 (video labeled) Price is to High House Analogy to get over the objection.
- ★ Notes: If a customer makes an offer and it is 4k away- set them straight.
 - Hey [Customer Name], I will beat on my manager to get you the best deal possible- But I can't run him over with a truck. I need him for another appt today and have a few appts tomorrow lol. This is something you can do to get a bump before a visit to the desk.
- ★ Notes: If a customer makes an offer- they want to think that you are the lifeline to their deal- So they want to feel like the offer they made is heard. Take every offer to the desk. Always go to the desk with a commitment. Take any offer seriously. Use this sequence to get unrealistic offers to the finance office! Let's go!