



## 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 already 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- **Serious tonality**
  - 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, cool?
- ★ Step# 2- Use and watch the following analogy in Ch. 8 (video labeled) Price is to High House Analogy to get over the objection **AND** read the script below labeled- 3k Less Than Sticker.
- ★ Hint: 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. How close can you get to the actual market value? (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!

### ★ **3k Less Than Sticker**

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- Well think about this for a second. Let's say that you're getting ready to sell your house. The first step would be to get a realtor. The Second Step would be for the realtor to figure out what your house should sell for. What the realtor is going to look at is what similar houses with similar finishes and similar square footage are selling for in the local area. What they look at is what's for sale today and what has sold in the previous 90 days to determine the market value. Now, let's say that your realtor comes up with a price of \$400,000 after looking at the data and 2 weeks later another realtor shows your house to a potential buyer and that buyer makes you an offer for \$350 k. [Mr/ Mrs] customer- you are smart (hint: say this- they can't argue it unless they are stupid lmao), I know that you're not going to take that offer and the reason you're not going to take that offer is because similar houses just like yours are selling for around \$400,000 but you do want to sell the house and you want to iron out a fair deal. Well, a fair deal is based on two people working together but at the same time you want to get market value for your house. Well we're in the same position with our vehicle. When we price our vehicles we get online to see what similar vehicles with similar equipment are selling for in the area and we try to price them in the top two or three so that somebody wants to buy them. It's not easy to do that with the reconditioning process that we have here at the dealership. It would be like putting all new appliances in your house and then having to offer a big discount. It just doesn't make a lot of sense. We did [ List what recon the dealership did here] to the vehicle. I want to earn your business, but we're going to have to be a lot closer to the actual market value of the car just like that buyer would have to be if they were buying your house.
    - This is what I got done for you: (Present counter offer)
      - OR
    - How close can you get to the obvious Market Value and I will go thump my manager for you, right now? (If you are asking for more money use this)