

Always stay positive and enthusiastic when dealing with a price question or objection. Be confident in your dealership's ability to make a deal the customer will be happy with. Always follow up your answer to the objection with an appointment attempt via an either/or question.

Customer challenges the listed price – USED CAR

The cars are priced based on the market, have you been comparing this one to some other options? Great! Bring all that with you, and we'll share some of the reasoning that went into the market price, do you want to head over now, or would later today work better?

More objections:

"Well, let me tell you a little more about how we price the vehicles. We look at all the book values like KBB, Black Book, NADA, Edmunds, etc, and we take all of those values into consideration, but more importantly, we look at all the vehicles currently on the market within about 100 miles of our store, and given all that information we choose a competitive market-based price. So rather than "start high and haggle down" we just list a great price right up front. Does that seem to be consistent with what you've been finding?

If the customer objects (I'm finding better deals elsewhere):

Sometimes we might get it wrong, or there may be a situation with a certain vehicle that I'm not aware of. The lowest price I'm authorized to give you over the phone is the price listed online. You MAY BE ABLE to get a lower price on this vehicle, but you'll need to discuss that with my sales manager. So bring in what you've found, look over the vehicle, drive it, make sure it's everything you need, and we'll get it worked out. Can you head over right now, or would later today work better?

If the customer has NO examples, use the following:

Because of our pricing model we have a very high turn rate on our pre-owned cars, meaning they typically don't stick around for long. So the great news is that this vehicle is available right now... could you head over right now, or would later today work better?

Guarantee the best price:

(Customer name), I'll tell you what. You've been shopping around, you know what a fair deal looks like, right? We know you need to get a fair deal, and I'm so confident we'll be able to do that for you, that when you come down here, if you don't think we're giving you a fair deal, I'll pay for the gas it took you to get here. Can you head over now, or would later today work better?

Customer challenges the listed price – NEW CAR

“What’s the best price you can give me?”

I definitely understand that you want to get the best price, and let me assure you – WE CAN GIVE YOU THE BEST PRICE. These days, most price reductions come in the form of program pricing, incentives, and rebates.

The price listed online includes all nationally advertised incentives and rebates, NOT including special program prices like for employees or suppliers. It’s a price that about 90% of our buyers will qualify for.

Now, there are also private offers, trade assist offers, bonus cash offers, conquest, loyalty, etc. and it gets really complicated as far as what can be combined with what.

The New Vehicle Sales Manager is an expert at navigating all that paperwork to find ALL of the discounts that will apply to YOU.

So the lowest price I can give you right now is the price listed online, but that may go down when we get together and review everything, can you head over now, or would later today work better?

Guarantee the best price: *(your tone should be like “listen, this is no big deal”)*

(Customer name), if you’re calling around to different dealerships and asking for the best price, someone is going to give you an unrealistic price just to get you into their store. Now, I’m so sure we can get a great price that when you come down here, if you don’t think I’m giving you a fair deal, I’ll pay for the gas it took you to get here. Now what’s a good time, this afternoon or this evening?

KBB Best Price Guarantee

(Customer name), I definitely understand that you want to get the best price, and let me assure you – WE CAN GIVE YOU THE BEST PRICE.

You’ve heard of Kelly Blue Book, right?

They’re the nation’s most authoritative resource for both used vehicle values AND new vehicle pricing.

These days, knowing you’ll get a good deal should be a given. So that’s why we’ve partnered with KBB, and we guarantee that the price of your new car will be validated as a great deal BY Kelly Blue Book. You can jump on the website at home and check the price advisor, or we can pull it up right here in the dealership.

When can you head over – right now or later today?