



NP	BHT	IU
No Problem	Be Happy To	I Understand
PAM	IC	EPOMJ
Please Allow Me	I'm Confident	Easiest Part of My Job
WEYT	WYDMAF	PTMN
Wouldn't Expect You To	Would you Do Me A Favor	Please Tell Me No

What happens when the customer comes up and says, "Listen, I got a price from another dealership and you guys need to beat it." A typical reactionary response would be, "What price did they give you?" And we force our customer to lie to us at the point of contact. (Don't say that!)

The customer may or may not be truthful, but they tell you, "\$12,000 out the door." This is their Defense ! They will try to defend the price, let's find a better way to move the conversation positive and FORWARD!

THE ABOVE WILL ALLOW YOU TO SEGWAY the conversation and say,
 "Thanks for sharing that with me. Would you do me a favor? Just keep those figures to yourself. It wouldn't be fair to you and it wouldn't be fair to me. Please allow me to present my figures, then you can tell me."

At this point, let's give him some assurance. "I'm confident once you have a chance to see how easy it is to do business with us feel free to change your mind".

Now, let's give him an out. "If you're not pleased with the figures, I wouldn't expect you to buy." And then a double out. "In fact, if you're not, would you do me a favor? Please tell me no."
 Would this word track upset your customer? Of course not. In fact, you'll find this approach shortens your sales process. Your customer begins to like you and trust you immediately because you are talking their language. You have eliminated Friction and Barriers!

Remember this key point – Control the Controllable's. You can only control yourself and your process. To find out more about this and additional training visit www.DigitalCarGuy.com

