



Trade-in Lead Handling Worksheets

AutoVerify Training Resources



Real Objection Handle

	I saw higher values	Not ready yet	With a computer
Soften			
Confirm			
Align			
Trial Close			



Objection Handle Format Examples

Fake Objection	"Yeah, that's why"	Control question	Ask for business!
First Response	Yeah, that's why I called so quickly	Did you see the value range in that report?	I know you were just doing some online research, but we'd really like to buy your car. Would you be willing to bring it in so we can check it out and make you an offer?
Follow-Up	Yeah, that's why I've been following up with you		
Email	Yeah, that's why I was trying to email you (don't worry I always do my research online too!)		

Real Objection	I saw higher values	Not ready yet	With a computer
Soften	That doesn't surprise me at all.		
Confirm	All of my clients say they find a lot of their prices and values on __ right?	I understand it's a big purchase, not a pair of shoes, right? Yeah, I hear that a lot from my customers, and they also say __.	You want to go where you'll get the best car for the best price, right? All my customers want that, they also tell me __.
Align	<ul style="list-style-type: none"> • The list price is never what it's sold for • It's a lot of time and frustration • They want to buy a car they can trust 	<ul style="list-style-type: none"> • They love that I don't want to sell them • I want to help them research • Get answers from experts 	<ul style="list-style-type: none"> • It's one of their biggest purchases • They want to compare and know for sure they got the best deal
Trial Close	So I know that *repeat objection* - and it's totally up to you, but do you think it would make sense to come in and see for yourself?		