



OVERCOMING OBJECTIONS

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Most people selling their vehicles on the private party market are doing so because they believe that dealerships will not give them the money that they want for their vehicles. This is not the case. Here are some common situations that you will find yourself in and some simple word tracks to overcome a seller's objections.

How fluid we handle a seller's objection, will dictate the success rate of buying their vehicle. The most common objections are as follows:

1. I AM NOT INTERESTED IN SELLING MY VEHICLE TO A DEALERSHIP

- We are not looking to sell you a vehicle, we are strictly just looking to purchase your vehicle and give you private party value for it.
- The reason why I'm calling you is that I'm already prepared to purchase your vehicle. I don't want to waste your time or my time.
- When we reach out to the private market we know we are going to have to pay a little more. Typically private cars are a lot cleaner and better taken care of than something that we can find at an auction or that gets traded in.
- Our dealership has been around for 50 years and is family owned. We believe that if we take care of the community the community will take care of us (sell your dealership).
- We handle all of the necessary DMV paperwork saving you a trip to the DMV. Also being a huge dealership you can rest comfortably that our funds are good.

2. I AM NOT LOOKING FOR A TRADE IN VALUE

- (Dealership name) has actually found that paying higher prices for higher quality vehicles, like your own, is better for our business than trying to get cars from the auction. Your car is worth more than a low-ball / trade-in-offer. I would be wasting both of our time if I thought I could get your car for an unfair price.
- We're not looking to make a lot of profit when we resell your car. For us, it's simply about getting additional inventory to sell so we can more customers for life. We believe if we treat people with respect they will continue to come back.
- That is an old way of doing things. Our dealership realizes the value your car has on our pre-owned lot, which is why we can step up and pay private party value.
- Trade in value is when you show up to a dealership looking to buy a newer car. since I am reaching out to you I will be offering a private party value
- We are filling a gap in our inventory. We would rather have your car than not even if it means paying more for it.
- We go based on what similar vehicles like yours are selling for in the market and we only use KBB as a guide, not a pricing tool.

3. I AM VERY FIRM ON MY PRICE

- I understand, If I could ask you a couple basic questions about the overall condition of your car, that way I can justify paying you all the money for it.
- As long as you have been honest with me about the condition of the vehicle, then the bottom line number you gave me will be the one that the manager is basing his buying decision on. If there's anything else about your vehicle that I forgot to ask, that might affect the value, then I will add it to my notes and pass it off to my boss. If he's still ok with your number then he will give you a call.

4. I OWE MONEY ON MY LOAN

- Not a problem. As a dealership, we are able to pay off your loan directly so you are not the middleman in the transaction. We pay off the entire amount of the loan and cut you a check for the difference.
- When you sell a vehicle private party the title has to be released to the registered owner of the vehicle. A private party buyer would have to trust that once the money is handed over and the loan is paid off you would give them the title.

5. I AM NOT WILLING TO DRIVE TO THE DEALERSHIP

- The dealership is a safe place to do the transaction, we have all the paperwork necessary to complete the transaction including DMV paperwork and get a 10 day payoff if necessary.
- Each dealership will have a different incentive for sellers to come to the dealer. Ex: pay for seller gas, give the seller a ride home, an extra 100 dollars for their time.
- I understand that you don't want to drive down to us, however we're offering more than just a check for your vehicle. The dealership is a clean and safe environment where we can get you a check TODAY. Instead of waiting weeks for Joe off the street to get approved for financing all you have to do is wait a few minutes for us to do all of your DMV paperwork and print the check.

6. I WANT TO HOLD ONTO MY VEHICLE UNTIL I GET MORE OFFERS

- If you get tired of the private party hoopla let us know, we know how challenging the private party market can be.
- (Give an example of a time you tried to sell something on Craigslist and all you got was hassled by scammers or low ballers).
- Remember, the faster you can reach out to the seller the more likely you will be the one to buy it.

7. HOW DO I KNOW THIS IS NOT A SCAM? (I DON'T WANT TO GIVE OUT MY VIN)

- Feel free to call the dealership so I can verify who I am. The receptionist should be able to transfer you to my direct line.
- I can send you a picture of my business card, sales license, or our dealership's website to prove I am who I say I am.
- Keep in mind the VIN number is clearly displayed in your windshield so the word can see anyways. It's only used to verify equipment and history.
- I only need the VIN so I can run a vehicle history report (Carfax, Autocheck). The only information I'm looking for is the number of owners and if your vehicle has ever been damaged or in any accidents. I am not able to get any of your personal information through your vehicles VIN #, and the dealership will not make an offer on any vehicles that they do not know the history of.