



# Objection Handling Playbook

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## Pro Tips for Overcoming Objections

This section is designed to help you confidently overcome the most common objections you'll face at the counter or over the phone. These are normal, predictable, and solvable—when approached the right way.

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## Mindset & Confidence

-  Remain confident and in control. The moment you lose control of the conversation, you lose the sale. Your calm, certainty, and tone carry more weight than your words.
  -  Customers are programmed to say no. You're in a needs-based industry. Nobody wakes up excited to buy car repairs—but everyone wants peace of mind and reliability.
  -  Objections are invitations—not rejections. A customer giving you an objection is actually giving you a chance to solve their problem.
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## Communication & Framing

-  Ask open-ended questions. Don't argue. Ask, pause, and listen. Customers will tell you how to close them if you pay attention.
-  Listen actively and repeat back. Use their language. "I hear you're concerned about the cost—can I show you why this is actually a great investment for you?"

- Empathize first. Always.

Low performers debate. High performers relate:

- “I totally understand why the price might feel high—car repairs never seem to come at the right time. Can I ask... what kind of budget or range were you expecting to be in today?”
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## Skill & Preparation

- Practice breeds confidence. The better you know your scripts, the more natural your responses sound—and customers buy from people they like and trust.
  - Use the tools you've been given. You've got warranties, visuals, tech certifications, nationwide coverage, and a great story. Use them confidently, don't keep them in your back pocket.
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## Glossary

- **Bolded Phrases** = These are key checkpoints or critical transitions. Focus on these, slow down, and clearly enunciate the words.
  - **Red Stop Sign Emoji** = These are your re-engagement checkpoints. Every 60–90 seconds, pause and ask a question to re-capture the customer's attention.
  - **Hammer Emoji** = Confident close and assumption of sale.
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# Objection: “I’m Selling the Car”

## **Customer:**

I appreciate everything, but honestly—I’m probably just going to sell the car. It’s not worth putting more money into it.

## **Service Advisor:**

I totally get where you’re coming from. Unexpected repairs can be frustrating. 

What were you planning on getting? 

## **Customer:**

I haven’t really gotten that far, I just don’t think it’s worth driving this car any longer.

## **Service Advisor:**

I 100% understand, this is what I tell all of my customers—selling the car rarely saves money, it just moves the cost somewhere else. Let’s do the math for a second: The average new car is \$48,000 right now. Put 10% down, and that’s nearly \$5,000 out of pocket. Drive it off the lot—you immediately lose another 10% in depreciation.  Now you’re paying \$800 a month, plus taxes, plus maintenance, and a year later you’re down \$15,000 plus.

Are you thinking about buying something new, or used? 

## **Customer:**

Used, probably. I don’t really want to take on a big car note.

## **Service Advisor:**

I totally understand. But even used cars today average \$28,000—and you’re inheriting someone else’s wear and tear. You don’t know how they maintained it. You don’t really know what’s coming next. We only recommend services on vehicles that are truly good investments.  And based on our inspection, this one is in excellent condition overall.

 The overwhelming majority of the systems we checked are in great shape. Let me ask you this—if you could walk onto a car lot today and buy this exact car for \$3,000, knowing that **so many of the key components have already been inspected and are in good shape**—would you buy it?  

## **Customer:**

I guess I never thought about it that way.

**Service Advisor:**

Because that's exactly what you're doing. You're not just throwing money at an old car—you're making a smart, measured investment in a vehicle that still has a lot of life left.  This vehicle is well worth the investment. So I'll go ahead and move forward with the repairs, and I'll call you later this afternoon once everything is finished and ready for pickup. Is this still the best number to reach you? 

**Customer:**

Yeah, okay. That actually makes sense. Go ahead and move forward.

**Service Advisor:**

Awesome. You're making the smart move. I'll be in touch soon!

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## Objection: “The Price is Too High.”

**Customer:**

That just seems like a lot... I wasn't expecting it to be that high.

**Service Advisor:**

Totally get it. Just to understand—Is there a price you had in mind or felt comfortable paying today? Another estimate, or just more than you were expecting? 

**Customer:**

No other quotes, it just feels high.

**Service Advisor:**

Totally fair. And I'll be honest with you—we're not the cheapest facility in town, and we don't hide from that. 

We've built this business over the past 45 years by providing a premium service, and the truth is—it just costs more to do things the right way. 

We invest in:

- ASE Master Certified techs who are paid like professionals
- A 3-year/36,000-mile nationwide warranty
- And a team that's actually here 7 days a week if something goes wrong  (plus lots of other things!)

You're not just paying for parts—you're paying for peace of mind, and a repair that's going to be done right the first time. Let me ask—have you ever paid less for something because it felt like a good deal, and then regretted it later? 

**Customer:**

Yeah... definitely. That's happened before.

**Service Advisor:**

I bet that was pretty frustrating, and that's exactly what we want to help you avoid. So I'll go ahead and get this moving for you, and I'll call you once everything is finished up. Is this still the best number to reach you later today?  

**Customer:**

Yeah, okay. I respect that. Go ahead and move forward.

**Service Advisor:**

Perfect. You're in good hands—we'll get you taken care of. Thanks again so much for your business Mr. Customer I'll update you later on today.

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## **Objection: “I Don’t have the Money Right Now.”**

**Customer:**

I appreciate everything, but I just don't have the money for that right now.

**Service Advisor:**

I totally get it. Car repair never seems to come at a good time. It always finds us on the wrong week, right before payday, or right after something else goes sideways.   
Something a ton of our customers love using is our payment options. You can take care of what the car needs today, but spread the cost out over time—with paying for it all up front. Would that be something you're interested in? 

**Customer:**

Oh... yeah? What kind of options?

**Service Advisor:**

We have a few programs that can break the cost into smaller payments—some of them even with 0% for six months. 

**ALTERNATE SCRIPT:****Service Advisor:**

"Would it help if I fixed your car for free today and you just paid me back later?" (They usually laugh—get them laughing, get them buying!) 

It's the same quality repair, same team, same warranty—you're just not taking the hit all at once. We get the car fixed right today, and you take care of it over time. If it makes it easier for you, I can walk you through those options real quick and we can see what works best. Sound good? 

**Customer:**

Oh wow! I didn't realize that was an option.

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## Objection: "I Need to Talk to My Spouse"

**Customer:**

Yeah, I'm just gonna talk to my spouse before moving forward.

**Service Advisor:**

Hey, I totally understand—I've got to run everything by my wife too before I go spending all of our money.  Let me make this easier for you: What I can do is take this off your plate and offer to make that call for you. Sometimes there are technical questions that are easier for me to answer —stuff that gets lost in translation.  We can also hop on a quick 3-way call together if that's easier.  That way nobody's guessing or relaying information. I'm here to help however you need.

Would you feel more comfortable if I spoke with them directly? Or would you prefer to tag them in on a quick call? 

**Customer:**

Yeah, that might actually help—let me try to get them on the phone.

**Service Advisor:**

Perfect. Let's talk it through and see what makes sense.

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## Objection: “I’m Going to Wait.”

### Strategy Overview

**This objection usually means one of two things:**

1. They’re uncertain and need more confidence in the urgency or value
2. They’re trying to buy time without making a hard no

Your job:

1. Gently clarify the risk if it’s a safety issue,
2. Or if it’s preventive maintenance, reframe the value and offer a path that makes it easier for them to say yes.

Example 1: True Safety Concern (e.g., metal-to-metal brakes)

**Customer:**

I think I’m just going to wait on it for now.

**Service Advisor:**

I understand completely. Just so I’m being totally upfront with you—this one falls into a true safety category. 

With the brakes grinding metal-on-metal, we’re beyond the point of wear and into actual damage. At this stage, it’s not just going to cost more later—it’s putting you and your passengers at risk if you’re driving it regularly.

 Can I ask—are you still planning to drive it around this week? 

**Customer:**

Yeah, probably just around town.

**Service Advisor:**

Totally get it. Even short trips can be risky in this condition. I'm not saying that to scare you—I just don't want to see you stuck on the side of the road or unable to stop in time when it counts. 

If it helps, we've got some flexible payment options we can look at,  so you don't have to absorb the full cost today. Want me to walk you through those real quick? 

### **Example 2: Preventive Maintenance (e.g., fluid services)**

#### **Customer:**

I think I'll just hold off on those for now.

#### **Service Advisor:**

Totally understand—they're not safety-critical, but they're definitely longevity-critical.   
The reason we recommend doing them now is because you're already here, we already have the car in the air, and doing it now actually saves you money and time long-term.

 If we skip these for now, are you thinking you'd come back in a month or two, or just wait until something goes wrong? 

#### **Customer:**

I'm not sure. Probably the next oil change?

#### **Service Advisor:**

Got it. I just want to be transparent with you—a lot of what we're seeing in these systems (coolant, transmission, power steering, etc.) is buildup that doesn't show symptoms until it causes real damage. If you're planning to hang on to the vehicle, it's a great time to knock these out now while we've got access and are able to protect those systems under our warranty. 

And again—we can space out the cost if that helps. I'm here to make it work for you either way.

### **Alternate BG-Driven Objection to Fluid Maintenance Response:**

#### **Customer:**

Yeah, I think I'll just wait on the fluids for now.

#### **Service Advisor:**

I totally understand. These aren't emergency repairs—but here's what makes this decision unique: The BG fluid products we use are so high quality, the systems they

service almost never fail.  In fact, BG is a massive company doing business nationwide—and their entire U.S. claims department is just three people.

That means the failure rate on properly maintained systems is practically nonexistent. And when there is a claim? It's paid out within an hour. No drama, no back-and-forth.  That kind of track record only happens when you're using top-tier fluids in well-maintained systems. So while you've already got the vehicle in here, it's a great opportunity to keep everything protected and performing at its best.

Want me to go ahead and get those knocked out while it's still in the bay? 

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## Objection: “You’re Always Trying to Sell Me”

### **Customer:**

Man... every time I bring my car in here, you guys try to sell me something.

### **Service Advisor:**

I totally understand, Mr. Customer. And I want to start by saying this: That is never my intention—to make you feel sold.  If that's how it came across, then I must've dropped the ball. You are never obligated  to do any of the work we recommend—but it is my professional obligation to look over your vehicle and tell you what I see.

Let me ask you something:

What's worse—a quick phone call about a maintenance item today... or a phone call two weeks from now when there's oil leaking all over your driveway and no one warned you?  Or worse yet—you and your family are broken down on the side of the road, 5 hours outside of town, and calling AAA for something that could have been prevented.

### **That's the call I never want to get.**

Every time your vehicle comes in, we're going to do a complimentary, bumper-to-bumper inspection, here's what that looks like:

- Underhood: We check your filters, battery, and inspect for leaks etc.

- Mid-rise: We inspect tires, brakes, and suspension components etc.
- Full-rise: We take the vehicle all the way up and go front to back, top to bottom, to make sure it's in tip-top shape

Again—you're not obligated to fix any of it with us, but as your service advisor, it's my professional obligation to help you make smart decisions about your vehicle.

Would you like me to walk you through the results of your inspection today? 



## Objection: “I Need My Car Today.”

### Strategy Overview

This objection shows up in two forms:

1.  Real logistical concern — they actually need to be somewhere, pick up kids, go to work, etc.
2.  Shield for a deeper objection — they're unsure, uncomfortable, or avoiding cost and don't want to deal with the conversation.

Your job:

- First, solve the transportation problem
- Then, loop back into the original presentation and close with confidence

## Overcoming the “I Need My Car Today” Objection

**Customer:**

I appreciate everything, but I really need my car today.

**Service Advisor:**

Totally understand—and let me start by saying: we've got options. 

We have loaner vehicles available, and we offer shuttle rides and pickup/drop-off services too—whatever makes your day easier. Let me take that stress off your plate.

 Would a loaner or shuttle ride help take care of that for you today? 

**Customer:**

Yeah, if you've got a loaner, that would help.

**Service Advisor:**

Perfect—I'll get that lined up for you so we can go ahead and take care of the repair the right way. 

It's just one more part of how we try to make car repair as painless as possible.

Let me get that arranged now, and I'll keep you posted once we're finished. Is this still the best number for updates later today?  

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## Objection: “I’m in a Hurry.”

### Strategy Overview

“I’m in a hurry” is often a *deflection*—a polite way of saying “I’m uncomfortable,” “I’m not sure,” or “I’m not ready to say yes.”

**Two Ways This Shows Up:**

1.  Genuine logistical need – they really have somewhere to be right now.
2.  Shield for a deeper objection – they’re dodging a decision, not the clock.  
Your goal is to quickly eliminate the time concerns by offering a solution...  
Then re-engage the sale and uncover what’s actually holding them back.

## Overcoming the “I’m in a Hurry” Objection

**Customer:**

I’m actually in a bit of a hurry today—I can’t stay long.

**Service Advisor:**

Totally understand—everyone’s racing the clock these days. 

Let’s not let time be the reason we don’t take care of the vehicle properly.

We’ve got easy options: a shuttle ride, a loaner vehicle, or we can set you up for a pickup later today—whatever helps you get on with your day. 

Would one of those work for you? 

**Customer:**

Yeah, a shuttle would help a lot actually.

**Service Advisor:**

Perfect. I'll get that arranged right now so we can handle the repair the right way without rushing anything or skipping steps. 

Now that time's off your plate—I'll go ahead and order the parts and update you later today, is the number on file going to be the best number to reach you at?  

## Overcoming the “Parts and Labor Breakdown” Objection

**Customer:**

Hi, I've been looking at the estimate for the repairs, and I have to say, that price seems pretty high. Can I get a parts and labor breakdown?

**Service Advisor:**

I understand your concern, and I appreciate you asking.

The great news is—we're not really a parts and labor company... we're a peace-of-mind company.  You're not paying some young tech to slap on a part. You're paying for an ASE Master Certified technician to work on your vehicle with precision and care.  As far as the warranty goes—forget the dealer's 12-month/12,000-mile standard. We offer a 3-year/36,000-mile nationwide warranty, and we're here 7 days a week if anything goes wrong. 

 Have you ever had something go wrong with a service, and the company just didn't take care of you? 

**Customer:**

Yeah, I have. Definitely left a bad taste in my mouth.

**Service Advisor:**

Exactly—and that's what we're avoiding.

When you choose to work with us, you're choosing a family-owned company  that backs everything with integrity and real support.

Plus, our service includes things most shops won't even mention:

-  1 year of roadside assistance
-  Loaner vehicles
-  Customer pickup & drop-off

- A hand wash and vacuum with every service

There's really no way to break all of that down into just a line-item of parts and labor. You're not just paying for a repair—you're paying for an experience that gives you confidence.

① Does that make sense? ①

**Customer:**

Yeah, that actually helps. I didn't realize all that was included.

**Service Advisor:**

I'm glad I could clarify. So I'll go ahead and get those parts ordered and we'll get started on the repairs. 

I'll keep you updated tomorrow—is this still the best number to reach you? ①

**Customer:**

Yeah, that works. Thanks for explaining everything.

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## Manager Reopen Script for Missed Sales

**Manager:**

Hey Mr. Jones, this is Glenn—I'm the General Manager over here at Adams Automotive. I was just chatting with Niko, I know he was helping you out earlier with some repairs on your vehicle.

He mentioned there was a pretty important safety item you guys discussed, so I personally inspected it and it is indeed extremely unsafe and anytime something like that doesn't move forward, I just like to personally reach out.

① Is there anything I can do to help get you taken care of today?  
Or maybe something we missed that I can help clear up for you? 

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## Next-Day Satisfaction Callback & Reopen

**Category:** Post-Visit / Follow-Up.

**Objective:** Show appreciation, check on the vehicle, and reopen the conversation about a missed safety concern.

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## **Strategy Overview**

Every customer gets a next-day follow-up call. If there was a missed safety concern, that call should be made by a manager or leadership, not the advisor. The tone should be warm, non-salesy, and focused on care, not pressure.

This call often reopens ~50% of missed safety sales—because if the car is truly unsafe, it will get fixed. This is your chance to make sure it happens with you.

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## **Manager Next-Day Satisfaction Callback for Missed Safety Concern**

### **Manager:**

Good morning, Mr. Jones—this is Glenn, I'm the General Manager over here at Adams Automotive. I just wanted to personally give you a quick call this morning to say thank you for doing business with us, and also to check in on your vehicle—how's everything running after that oil change we did? 

### **Customer:**

Oh yeah—it's running great. Everything's been perfect. Appreciate the call.

### **Manager:**

Awesome—that's what we like to hear. Hey, I was driving in this morning, and I was thinking about one of the repairs we recommended on your vehicle  If I remember correctly, it was [insert safety concern—e.g., a leaking water pump or metal-to-metal brakes].

That's one of those repairs that, from a safety standpoint, really can't wait too long. And I just wanted to make sure you have a plan to get it addressed, whether that's with us or somewhere else. 

 Do you have a plan for getting that taken care of yet? 

**Customer:**

Not yet—I've just been busy / needed to think about it / wasn't sure.

**Manager:**

Totally understand—and again, I'm not calling to pressure you.

I just want to make sure you and your family are safe, and if there's anything I can do to make it easier, I'd love the chance to help.

Whether it's a loaner vehicle, a ride, payment options—whatever you need, I'm here to earn your business. We've got availability today. Is that something we could get taken care of for you? 

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## Final Invoice Review Script

**Objective:** Review the repair with clarity, confirm total investment, and prepare the customer for AutoShop Callbacks to call them back to book their appointments in the future.

**Service Advisor:**

Hey, Mr. Jones—thank you so much for trusting us with your vehicle today. 

I've got your invoice right here, and before we wrap up, I want to go over everything we completed for you.

So first off, we replaced your brake pads and rotors, got those taken care of.

Next, we repaired that axle we discussed—it's now solid and good to go. 

And to wrap everything up, we got all caught up on your maintenance, so your vehicle is in tip-top shape again.

We've documented everything here in your invoice, including digital pictures and videos of the work. 

Your total investment today is \$2,986.

 Which direction would you like your vehicle to be facing when we pull it up? 

*[As you place the invoice in the benefits folder and hand it to the customer or after you have pulled the vehicle up to the front]*

**Service Advisor:**

Just before you head out, I want to quickly walk you through a few of the benefits included with your service today. 

- 3-year, 36,000-mile nationwide warranty—honored at over 15,000 shops across the country
- 365 days of roadside assistance, including towing, jump starts, and lockout coverage
- \$150 trip interruption coverage, and even \$250 for meals and lodging if you're out of town
- Post-repair quality inspection, plus satisfaction follow-up from our team
- Pre-scheduled maintenance reminders so you don't have to remember when to come in
- If you used any BG fluid services, you're enrolled in our lifetime protection plan. 

 Pretty cool, right? We just want to make car care easy and worry-free.

Thank you again—we loved working on your vehicle, and we'll be here when you need us next!

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