



OVERCOMING CUSTOMER OBJECTIONS—INTERMEDIATE JOB AID

PROCESS FOR OVERCOMING CUSTOMER OBJECTIONS

ACKNOWLEDGE	EXPLORE	RESPOND	CONFIRM
Verify the customer's objection in a way that shows you are listening, and that the customer's objection is legitimate.	Ask questions to reveal more about the customer's needs and wants, the basis of the objection and specific details.	Propose solutions that overcome the objection and resonate with a customer's particular wants and needs.	Ask a close-ended question to verify that the objection has been completely and satisfactorily addressed.
<p>It sounds like you're trying to understand the price difference between the CX-5 and some other makes and models, is that right?</p> 	<p>Do you remember the package or trim level you test-drove, and which features interested you?</p> 	<p>This CX-5 comes with features other manufacturers reserve for the highest trim levels. Let's compare it to the other vehicles you're looking at.</p> 	<p>Did I fully answer your questions about the difference in price? I want to be sure you have all the information you need.</p> 
BEST PRACTICES—ACKNOWLEDGE <ul style="list-style-type: none">• Restate the customer's objection to show you were listening and understood• Make it clear that the objection is legitimate and valid• Take all objections seriously• Empathize with the customer, and try to see things from their perspective• Never be judgmental or argumentative	BEST PRACTICES—EXPLORE <ul style="list-style-type: none">• Probe for more information to understand the nature of the objection• Remember that customers may not always say exactly what they mean• Be positive, and show confidence that the objection can be overcome• Explain that your goal is to help the customer find the ideal Mazda vehicle	BEST PRACTICES—RESPOND <ul style="list-style-type: none">• Once you thoroughly understand the objection and its basis, propose solutions that address it• Use this opportunity to emphasize the Mazda value proposition• Tailor your responses and solutions to the needs and wants of each specific customer	BEST PRACTICES—CONFIRM <ul style="list-style-type: none">• Reaffirm your commitment to helping customers find the right Mazda vehicle• Ask a "yes/no" question to verify that the customer is completely satisfied with the response and the objection has been addressed• If you don't get complete confirmation, go back to the Acknowledge step



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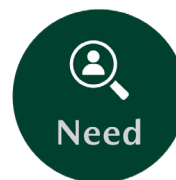
OVERCOMING OBJECTIONS: TALKING POINTS

Practice using these questions, phrases and statements to improve your skill at overcoming customer objections.

STEP	WORDS AND PHRASES
ACKNOWLEDGE	<ul style="list-style-type: none">• “You’re not sure how ____ will benefit you, correct?”• “Are you concerned you haven’t had enough time to ____?”• “You want to be certain that ____ is right for your needs.”• “There’s a disconnect between ____, is that right?”
EXPLORE	<ul style="list-style-type: none">• “How do you use ____ in your everyday driving?”• “What can I do to make ____ more convenient for you?”• “Which ____ have you compared? I want to be sure your vehicle includes all the features you mentioned.”
RESPOND	<ul style="list-style-type: none">• “Let’s consider ____ to eliminate some of those features that don’t interest you.”• “May I follow up with you in ____ to see if you have additional questions?”• “Let’s compare ____, and I’ll answer any questions you have.”• “We can ____ to put the price in line with your expectations.”
CONFIRM	<ul style="list-style-type: none">• “Does this completely address your concern about ____?”• “I want to be sure you’re completely satisfied—have I answered all your questions about ____?”• “Will ____ entirely solve the disconnect over price?”

COMMON TYPES OF CUSTOMER OBJECTIONS

Customer objections can take many forms. Even those that seem similar on the surface can arise for different reasons and be based on different needs or wants. Most objections fall into one or more of the following categories:



Need

The customer doesn’t see the **NEED** or doesn’t understand the value in what you are offering. It’s important to understand why the customer feels the way they do, because your response must address the particular needs and wants of each customer.



Time

The customer may want more time to consider something or may feel their time is not being respected. A customer may also object if they feel it’s just not the right time. Customers who feel pressured often fall back on **TIME** objections.



Trust

If the customer feels uncertain about you, your dealership, the Mazda value proposition or something you have suggested, it causes a lack of **TRUST**. You can build trust by empathizing with the customer and working to see things from their point of view.



Expense

Objections based on **EXPENSE** arise when a solution seems too costly, when the customer perceives something as an unwanted “upsell” or when they just want to haggle over price. Make sure you understand the source of their concern before responding.