

AUTO DEFENDER

REBUTTALS FOR JR. SALES AGENTS

Standard Rebuttal for questions about price, level of coverage, coverage term or mileage, specific components covered, refund policies or anything for closers only:

REBUTTAL: That's a great question for a Senior Specialist! As soon as we get your approval back, I'll transfer you over and they can answer all your questions, OK! *(then keep moving forward with your script)*

CUSTOMER OBJECTION: I don't need coverage!

REBUTTAL: Hang on here sir/ma'am... With the high cost of repairs nowadays, EVERYBODY NEEDS COVERAGE! Let me ask you this, if your vehicle was in the shop RIGHT NOW and they hit you with a \$3500 repair bill that had to be paid TODAY, would coming up with that type of money be tough and create a hardship for you?

- **IF YES:** I hear ya, me too. It's always a surprise expense that you can't plan for. So let's see what we can do to get you protected!
(continue to Pre-Existing Condition Question)
- **IF NO:** Ya I probably could too, but I wouldn't want to put it on a credit card or pull from savings if I don't have to ya know what I mean. So let's see what we can do to get you protected!
(continue to Pre-Existing Condition Question)

CUSTOMER OBJECTION: I already have a warranty!

REBUTTAL: Hang on here sir/ma'am... Again your vehicle has been flagged for renewal, so there's gotta be something that's not covered... You probably just have the POWERTRAIN COVERAGE, right?

- **IF YES:** See THAT MAKES SENSE! You only have coverage on the engine and transmission which is covering LESS THAN 1% of the vehicle. The renewal is for a MUCH HIGHER level of coverage so let's see what we can do to get you protected!

(continue to Pre-Existing Condition Question)

- **IF NO:** OK, so you already have full coverage... If you're not satisfied with the coverage or need more coverage in the future, feel free to give us a call back!

(Select call result Has VSC)

CUSTOMER OBJECTION: Where are you calling from? Who are you?

REBUTTAL: Again, my name is (agent name) with Auto Defender. We carry the coverage after (vehicle make ex. Ford) can no longer extend your warranty for you...

(then keep moving forward with your script)

CUSTOMER OBJECTION: Why are you calling me?

REBUTTAL: We're calling you because as of now your factory warranty has expired, so you'll be paying out of pocket for any repairs moving forward. The good news is your vehicle has been flagged for renewal of the highest level of coverage to keep you safe, so let me ask you a few questions to see if you qualify...

(continue to Pre-Existing Condition Question)

CUSTOMER OBJECTION: I take care of my car, it will never break down!

REBUTTAL: Hey trust me, I WISH THAT WAS THE CASE! But here's the thing. When (vehicle make ex FORD) initially sold the car, they only put a 3 year bumper to bumper warranty on it. If (vehicle make ex FORD) believed the vehicle would NEVER break down, don't you think they would have put a lifetime bumper to bumper warranty on it? What most people don't realize is that over 75% of revenue at dealerships come from REPAIRING cars, not SELLING THEM, so it's always best to be protected, wouldn't you agree?

(then keep moving forward with your script)

CUSTOMER OBJECTION: Are you my dealer?

REBUTTAL: NO, and not to be funny but can I ask you a question? Would you really want to buy a plan that's designed to help you avoid having to buy a new car directly from the dealer whose CORE BUSINESS is to SELL YOU CARS? Sounds like a conflict of interest am I right?

(then keep moving forward with your script)