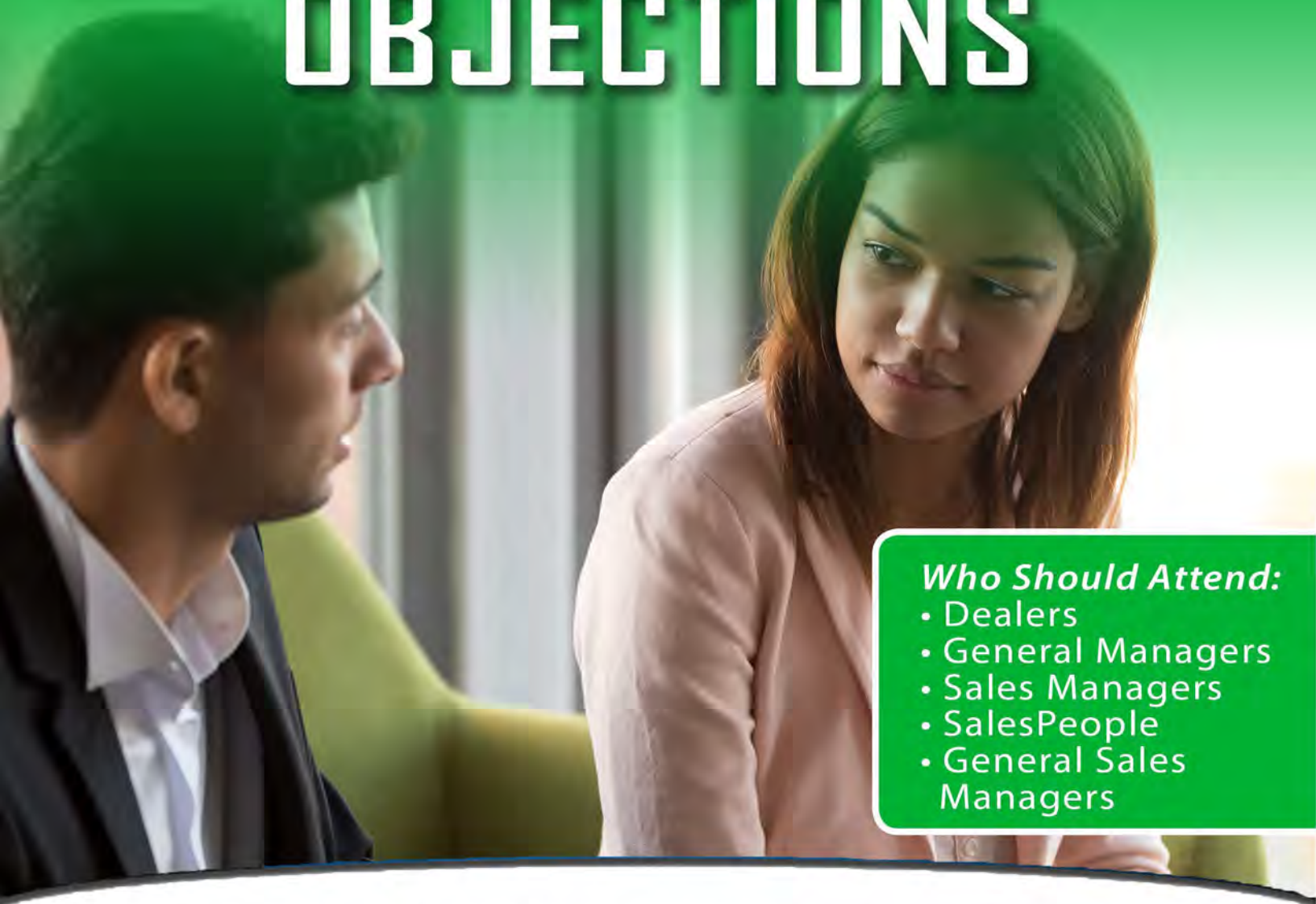


# OBJECTIONS



## Who Should Attend:

- Dealers
- General Managers
- Sales Managers
- SalesPeople
- General Sales Managers

Have you ever been at a loss for words when your customer presents you with an objection? This can be the worst feeling a salesperson can experience. This 2-day course will give you the essential skills you need to handle any logical objection with professionalism, confidence, and persuasion.

 **David Lewis**  
& ASSOCIATES  
*Automotive Sales & Management Training Since 1986*

**For more information please call 321-435-6000**

Or register online at: [www.davidlewis.com](http://www.davidlewis.com)



# OBJECTIONS

## Topics Will Include:

- Understanding What Objections Are
- Discerning the Customer's Mindset
- Why Customers Object
- The Power of the Sales Process
- The "Old" Process
- The DLA 4-Step Objection Process
- Catching Customers Pleasantly Off-Guard
- Overcoming:
  - The Payment / Price is Too High
  - You're Not Giving Me Enough for My Trade
  - I'd Like to Go Home and Think About It
  - Copy of the Worksheet
- Essential Elements to Close the Sale
- Common Mistakes to Avoid

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