

RECOGNIZING BUYER OBJECTIONS

Instructions: Circle the objections you hear most often in your shop. Write down customer phrases you've heard that fit these objections.

Objection Type	Common Customer Phrases	How Often I Hear This (1-5)
Price	"That's too expensive" / "Can I get it cheaper somewhere else?"	
Time	"I don't have time today" / "Can I bring it later?"	
Trust	"Do I really need this?" / "My last mechanic said something different"	
Need	"I'll wait until next service" / "It's not urgent, right?"	

OBJECTION HANDLING FRAMEWORK

Instructions: Use this template to create a response for each objection using the 4 steps: *Acknowledge – Empathize – Reframe – Offer Solution.*

Objection	Acknowledge	Empathize	Reframe	Offer Solution
Price	"I understand it feels like a lot"	"I'd want to be sure I was getting value too"	"Doing this now prevents a bigger bill later"	"We also offer payment plans"
Time				
Trust				
Need				

(Fill in your own phrases during training)

ROLE-PLAY PRACTICE

Instructions: Pair up. One plays the customer, one plays the advisor. Use the objection given and practice a response. Switch roles.

Objection	Customer Script	Advisor Response (Write Here)
Price	"That's too expensive"	
Time	"I don't have time today"	
Trust	"Do I really need this?"	
Need	"I'll wait until later"	

TAILORING TO DISC PROFILES

Instructions: Fill in how you would adjust your response depending on the DISC profile of the customer.

Objection	D – Dominant (direct, bottom-line)	I – Influencer (friendly, story-driven)	S – Steady (patient, caring)	C – Conscientious (detail, data-driven)
Price	Quick ROI statement	“Lots of our happy customers...”	Gentle reassurance	Show data/quotes/parts evidence
Time	Fast, no-nonsense option	Emphasize convenience & fun experience	“We’ll take care of everything for you”	Show schedule & efficiency proof
Trust	“Here’s the hard fact”	Tell relatable story	Patiently explain with visuals	Detailed report/photos
Need	“Fix it now or it costs you later”	Share story of breakdown avoided	Stress safety & care	Show wear measurements, technical standards

PERSONAL ACTION PLAN

Instructions: Complete this action plan to use in your shop.

1. The objection I hear **most often** is: _____
2. My **go-to response** will be: _____
3. One new phrase I will start using tomorrow is: _____
4. To build trust with customers, I will: _____
5. My accountability partner for practicing these skills is: _____