

## WHY DO CUSTOMERS OBJECT?

**Objective:** Understanding the real reasons behind resistance

**Instructions:** Think about the last 3 times a customer hesitated or said “no.” Write down the objection and what you think was the **real emotional reason** behind it.

Customer Objection	What They Said	Possible Unconscious Reason (Fear, Past Experience, Loss Aversion, Control)
Example: “That’s too much.”	Price too high	Loss aversion – fear of wasting money
1		
2		
3		

 **Facilitator Prompt:**

Remind owners that what customers say is often just the *surface*. The “why” is emotional.

## COMMON OBJECTIONS IN MY SHOP

**Objective:** Identifying what needs to be pre-framed

**Instructions:** List the **top 5 objections** you hear most often in your shop. Then, check the ones that cause you the most lost sales or delays.

Objection	Frequency (High/Med/Low)	Impact on Sales (High/Med/Low)	Priority to Fix (✓)
Example: "I need to think about it."	High	High	✓
1			
2			
3			
4			
5			

## CRAFTING YOUR PRE-FRAME

**Objective:** Turning objections into proactive statements

**Instructions:** Take each top objection and write a **pre-frame statement** that addresses it before the customer can raise it. Use friendly, non-technical language.

Objection	Unconscious Cause	Pre-Frame Statement
"It's too expensive."	Loss aversion	"Before I tell you the cost, let me show you everything that's included – the warranty, follow-up check, and roadside support."
1		
2		
3		

# WHERE WILL YOU USE IT?

**Objective:** Integrating pre-framing into marketing & communication

**Instructions:** Decide where each pre-frame should appear — **before** the customer arrives, during the first contact, or in follow-up.

Pre-Frame Statement	Before Visit (Website, Social, Email)	First Contact (Phone, Front Counter)	In-Shop (Signage, Waiting Room)
“We’ll send you photos of the repair so you can see exactly what’s happening.”	✓	✓	✓
1			
2			

# MY PRE-FRAME SCRIPT BANK

**Objective:** Quick-access library for you & your team

**Instructions:** Write 3–5 ready-to-use pre-frame phrases. Keep this sheet visible at your service desk.

1.

2.

3.

4.

5.

# ACTION PLAN

**Objective:** Putting pre-framing into practice

**Instructions:** Choose **one** pre-frame to implement this week and note how you'll track its impact.

Pre-Frame to Test This Week	Where You'll Use It	Who Will Deliver It	How You'll Measure Results
<p>Example: "We explain all repairs before starting, so there are never surprise costs."</p>	<p>Phone &amp; Front Counter</p>	<p>Reception &amp; Service Advisor</p>	<p># of approvals without objections</p>