

- “Think of DentGuard as your Walmart (Target, Home Depot) for insurance. DentGuard will repair any dings and dents you receive up to 4” in size, or about the size of a credit card, on horizontal and vertical panels, with unlimited claims, zero deductible and nationwide coverage.”

Objection Handling!

Insurance Close:

Customer: But won't my insurance company cover that...

F&I Manager: Yes, they will but it will cost you more...

Insurance Faults:

- 5-6 dents, 6Mo to 1 Yr.
- \$500(\$1000) Deductible
- Bodyshop Sanding Bondo
- Rental Car, \$35 a day
- Car Fax

DentGuard Advantages:

- Or 15/mo.
- Pays for Hail coverage

I got a Guy:

Customer: Don't worry I have a guy!

F&I Manager: I got a guy too, in-fact I have a whole body shop of guys, but if I pay my guy on the side to fix my dents, and he breaks my window...

F&I Manager: He is probably not going to be my guy anymore

F&I Manager: So don't lose a friend over a dent.

Gather Insurance deductible during interview

F&I Manager: (During the Interview): I see you're with State Farm. What's your deductible?

Customer: \$500

F&I Manager: Have you had to make a claim in the last 2-3 years?

Customer: Yes, 2 years ago I had hail hit my car!

F&I Manager: Oh Man, that sucks (relate to the customer)

F&I Manager: (During Menu Presentation): Remember when you had to pay your deductible 2 years ago for the hail? Well, don't worry about that now. DentGuard will pay your deductible!

Other Closes:

The Colombo Close:

- Don't go over all the information on first offer, Print ODO
- Present relaxed body language
- And re-offer

The 3 to 5 Years Close:

- Offer 3 years, then offer to bump it to 5 years for the same cost
- Only \$44 difference in cost

The Maintenance Close:

- "Not only will we cover everything underneath the hood, but we'll cover the hood itself."