

BOUNCE BACKS

Objection responses that keep the conversation alive without arguing or surrendering.

THE LEAK

Bounce Backs

The first objection is rarely the full objection. The rep who answers too quickly solves the wrong problem. The rep who retreats never learns what the customer meant.

What good looks like

- Acknowledge without agreeing to a false premise.
- Clarify what the objection means.
- Isolate whether another concern exists.
- Answer with relevant proof, not a feature dump.
- Ask for the next step again.
- Document the real objection for follow-up.

USE THIS LANGUAGE

Price: "Is the concern the total price, the payment, or whether this is the right value?"

Need to think: "Of course. What part needs the most thought - the vehicle, the numbers, or the timing?"

Shopping: "You should compare. What are the two things you will use to decide?"

Talk to spouse: "What question will they ask first, and can we answer it together now?"

Language is a tool, not a costume

Do not memorize these words until they sound dead. Understand the job each line performs. Keep the intent, use your natural voice, and listen to the answer. A script that prevents listening is not a script. It is a hiding place.

FIELD INSPECTION

OK	STANDARD	OWNER
☐	Acknowledge without agreeing to a false premise.	_____
☐	Clarify what the objection means.	_____
☐	Isolate whether another concern exists.	_____
☐	Answer with relevant proof, not a feature dump.	_____
☐	Ask for the next step again.	_____
☐	Document the real objection for follow-up.	_____

Write the three examples you will inspect

1. _____

2. _____

3. _____

THE SCOREBOARD

- Objections clarified
- Second questions asked
- Next steps after objection
- Discounts before value discussion
- Most frequent real objections

The numbers do not coach the team by themselves. They tell the manager where to inspect. Pull the work behind the number, identify the repeatable behavior, and coach that behavior while the example is still fresh.

Your twenty-four-hour move

Practice the five most common objections as questions, not speeches.

FOUND ONE LEAK

Now find the rest of them

This guide isolates one breakdown. Your CRM, calls, lead handling, handoffs, and manager behavior operate as one system. Fixing the loudest symptom while the next leak stays hidden is how dealerships stay busy without getting better.

Request a free CRM audit at ingraminteractive.com/request-a-diagnostic. We will look at the real workflow, identify where sold units are escaping, and tell you what deserves action first.

Ingram Interactive installs dealership process for internet leads, inbound phone opportunities, floor traffic, manager turn-overs, follow-up discipline, and staff accountability.