

OBJECTION HANDLING



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OBJECTION HANDLING A – D

A. SHOW EMPATHY or ENTHUSIASM

Examples of Empathy:

“I understand.”

“I can certainly understand how you feel.”

“That’s understandable.”

Examples of Enthusiasm

“That’s great.”

“That’s excellent coverage.”

“That sounds like a good package.”

“It’s great to have that privilege.”

B. SHARE NEW INFORMATION and /or DISADVANTAGES

“Most of our customers, not unlike you, have shared with me that have had an unexpected breakdown whether minor or major!”

“My I ask, have you ever had a major or minor breakdown, or have you been one of the LUCKY ones?” (Wait for response) If they have, “May I then ask, did it come at the most convenient time financially?” The Manufacturer has had since the 80’s to perfect the Engine, Powertrain, and Drive shaft, consider how many years they have had to work on the Computer Modules, and computers don’t breakdown do they?” What is the Risk of not having the coverage vs. the reward of having it when you need it?”

C. SHARE THE BENEFITS OF YOUR PRODUCT/SERVICE

“Pay for future repairs in today’s dollars!”

“Worked right into your monthly payment vs. pay cash for it later in tomorrow’s dollars!”

“Road side assistance, towing, rental benefit, lock out service, and on some plans trip routing!”

“A trained expert to work on your valuable asset instead of some part-time employee who may not be up-to-date with today’s technology!”

D. ASK FOR or ASSUME THE BUSINESS

“Now, if I could gather just a little more information for the customer statement.”

“Now before I submit this statement to the Financial Institution on your behalf, how would you like me to submit it...? Fully or Partially Secured?”

“Could I go ahead and make the arrangements?”

“Can I go ahead and include this in your monthly payments?”

“Why don’t we go ahead?”

“I’ll just include the coverage for you.”

“So, I can go ahead and include this coverage for your protection and peace of mind!”

EXTENDED WARRANTY “CLOSES”

1. “IT’S TOO EXPENSIVE”

“I understand how you feel. When you took a tour through our facility, you may have noticed the technician’s labor rate posted in the service reception area? Currently it’s \$150.00 per hour. For every dollar you spend on labor, you’ll likely to spend approximately two and one half that amount in parts or even more, i.e. $\$150.00 + \$375.00 = \$525.00$ / hour total!

Within the next six-year period, due to inflation, more sophisticated vehicle features, new service center computerization and a shortage of technicians, this will be well over \$525.00/hour, regardless of where you service your vehicle.

What I’m asking you to consider is pre-paying future repairs (after your limited factory warranty runs out) in today’s dollars. This equates to pre-paying about seven or eight hours of repairs, or one repair each year after your limited factory warranty runs out. Can you see how the Extended Warranty plan might actually save you money? Could I include it in your payment?”

2. “IT’S TOO EXPENSIVE.”

“Mr. Brown, what you’re really looking at is pre-paying approximately three or four “average” repairs over the course of the next six years (minor repairs). If your vehicle had any MAJOR problems with any significant component, you could SAVE hundreds or even thousands of dollars by investing in this mechanical protection. Could we go ahead with it?”

3. “IT’S TOO EXPENSIVE.”

“If it wasn’t required by law, would you still purchase collision and liability coverage for your vehicle?

“If you think about it, the chances of you claiming on your car insurance in the next twelve months are 1 in 250. The chances of you claiming on an Extended Warranty plan over a twelve-month period are 1 in 3. The price of your car insurance is probably about a \$1500 a year. The price of this mechanical insurance is \$500 a year. From an affordability point of view, it’s a wise investment. Why don’t I just include it in your agreement?”

4. “IT’S TOO EXPENSIVE.”

“If you don’t mind me asking Mr. Brown, approximately how much do you pay each year for your collision coverage on your vehicle?” Let’s just do a quick comparison;

COLLISION COVERAGE

- \$1500 / YEAR
- 1 YEAR TERM
- \$500 DEDUCTABLE
- PREMIUMS ARE OFTEN RAISED IF CLAIMS ARE MADE (accidents /tickets)
- COVERAGE CAN BE CANCELED

EXTENDED WARRANTY

- \$3000
- 3 YEAR TERM
- \$0 DEDUCTABLE
- FIXED PREMIUM (regardless of the number of claims)
- NON - CANCELABLE

As you can see, the cost of your car insurance over the next 6 years would be \$9,000 without inflation or risk factors! The Extended Warranty plan would be \$3000. In order to claim on your car insurance, you have to be in an accident. In order to claim on your ESP, all you have to have is one small repair.

Which do you think is more likely to happen...? An ACCIDENT or a REPAIR?

5. "IT'S TOO EXPENSIVE."

"If you compare the cost of this coverage to other warranties you purchase, it's actually a bargain. For a \$1,000 TV, you'll spend about \$100 for one year extended coverage. For a \$2,000 computer, you'll spend about \$250. For just one year of extended coverage and you may only get 1-year factory coverage to begin with! For a \$500 dishwasher, you'll spend \$60. Or more for one more year of coverage, again it may be only the second year of the product life.

Mrs. Brown, I'm asking you to consider investing \$3000 (which equates to about \$35.00 a month or \$1.10 a day) of coverage for a vehicle you've paid over \$30,000 for, for three years of additional coverage, after the Limited Factory Warranty has expired. Could we include this valuable, inexpensive, coverage?"

6. "IT'S TOO EXPENSIVE."

"You could think of it this way. You're spending \$30,000 on a vehicle that has over 22,000 moving parts. It will be exposed to friction and gravity, temperatures from -30 degrees to +30 degrees!"

"What I'm suggesting is that you re-invest approximately 5% of what you paid for your vehicle to ensure hassle free driving and protection from future rising repair cost in today's dollars. Could we add it to your agreement?"

7. "I CAN'T AFFORD THE EXTRA MONEY."

"I understand how you feel. However, if you're concerned about the extra \$25 a month on your payment, my concern would be this; what would you do in the event that you were presented a repair bill 4 years from now for \$2500? I respect the fact that you're trying to stick to your budget. I try to stick to a budget myself. Spending this extra \$25 a month, however, will save you money over the next 6 years. Why don't I include the coverage for you?"

8. "I CAN'T AFFORD THE INCREASE IN MY MONTHLY PAYMENT."

"Often in our service department we have customers that are faced with large, unexpected repair bills. They'll come in and make weekly payments towards their bill until it's paid off. Until it's paid off, they don't have the use of their vehicle. By investing in this Mechanical Breakdown Insurance

plan, you'll have the uninterrupted use of your vehicle (or the use of a paid rental in its place), as well as the protection from the cost of potential future repairs."

9. "I HAD A WARRANTY ON MY LAST VEHICLE AND I NEVER USED IT."

"So, over the last 6 years, you've never had a repair that required the use of your Extended Warranty plan. That's great. Those are statements that we like to hear from our customers!"

"Obviously you saw the need and made the decision to mechanically insure your last vehicle. I think you made the right decision."

"My concern would be this: if you don't protect this vehicle for the next 6 years, you're gambling on the fact that you will not have to make a single vehicle repair for 12 years. Statistically, most people spend money on repairs in a twelve-year period, regardless of the price range of the vehicle. I urge you to consider if you're making the right decision."

10. "MY BUDDY IS A MECHANIC."

"You'll find that mechanics will be the first people to encourage family and friends to invest in the coverage. They repair vehicles every day, and know "first hand" how expensive some repairs can be. Even if your buddy can work on your vehicle for you, you'll still need to buy parts. This alone can sometimes cost thousands of dollars. In addition, you'd feel somewhat obligated to pay your buddy something for his time and efforts. Why not pay him what he's worth with your coverage from this Extended Warranty plan?"

11. "I TRADE MY VEHICLES FREQUENTLY."

"Have you ever purchased a used vehicle? Buying a used vehicle as opposed to a new one, what was your biggest concern? ... Probably someone else's problems."

When you do trade your vehicle in, appraisers are always willing to pay more money for a vehicle that has the balance of an Extended Warranty plan. They know that customers on the pre-owned vehicle lot pay a premium for these vehicles, because they're confident that they've been well looked after. You not only receive all the benefits of the plan but improved re-sale value as well."

12. "I TRADE MY VEHICLES FREQUENTLY."

"If you had the opportunity to purchase two identical vehicles... Same make, same model, same mileage and the same equipment... And the only difference was that one vehicle had the balance of an Extended Warranty plan left on it, which vehicle would you feel more comfortable buying? Which would you probably pay more money for?"

Can you see how your Extended Warranty plan will increase the re-sale value of your vehicle?"

13. "I" LL CONSIDER IT WHEN MY FACTORY COVERAGE RUNS OUT."

"I'd like to share with you the pros and cons to doing just that:

PROS

- GUARANTEED PRICE TODAY
- GUARANTEED COVERAGE
- RENTAL CAR ALLOWANCE
- TOWING SERVICE /ROADSIDE ASSISTANCE
- CAN BE INCLUDED IN YOUR PAYMENTS

CONS

- PRICE WILL INCREASE
- COVERAGE COULD BE REDUCED
- CASH PAYMENT OUT OF YOUR POCKET
- YOU WILL PAY MORE FOR LESS IF YOU MISS THE DEADLINE

14. "I'LL CONSIDER IT WHEN MY FACTORY COVERAGE RUNS OUT."

"I hope you don't mind me saying this, however in my experience as a Business Manager, I've met many people that have had the same good intentions. However, three years from now when you've been driving a vehicle that's been trouble-free and that you've enjoyed, it's not likely that you'll put a note on your fridge to run down to the dealership and pay cash-out of pocket for an Extended Warranty plan. Unfortunately, people don't see the benefit during the first three years of vehicle ownership, but rather in year 4, 5, and 6. Then it's too late to invest in the coverage.

"I can include the coverage in your monthly budget today for \$27 a month or about \$0.90 a day. You're also protecting yourself from future price increases on the coverage and changes in the covered items. Why don't we go ahead?"

15. "I'LL CONSIDER IT WHEN MY FACTORY COVERAGE RUNS OUT."

"Mr. Brown, it is of course my legal obligation to present and clearly explain to you this optional protection. Between you and I, however, if I were you I might not purchase the coverage today either. I could actually get in a little trouble for even saying that; however, I do understand how you feel.

Mr. Brown, I would make sure, however, that from day one my vehicle was properly protected with the rustproof package. Now is the time to treat the vehicle before it's exposed to the elements."

16. "I'M NOT INTERESTED."

"I respect your decision; because this coverage is so important, and because so many people try to purchase it later when their vehicle is in service for a major repair, and they don't qualify for the coverage, I'll need you to sign this legal waiver for our files to indicate that I've offered and clearly explained this Extended Warranty plan to you."

17. "I'M NOT INTERESTED."

"Would you agree that if this vehicle was 99.9% problem-free, you would still consider it a quality vehicle? This vehicle has approximately "17,000" moving parts bumping, rubbing and grinding against each other four seasons of the year in all weather extremes. If it was 99.9%, "Problem-Free" that still means that there would be 17 repairs over the life of the vehicle. If half of these repairs were minor and cost very little, that leaves a total of 8 repairs. The average repair is approximately \$470. \$470 x 8 repairs = \$3,760. The Extended Warranty plan is \$1,700. Can you see that even with a quality vehicle, the Extended Warranty plan can literally pay for itself?"

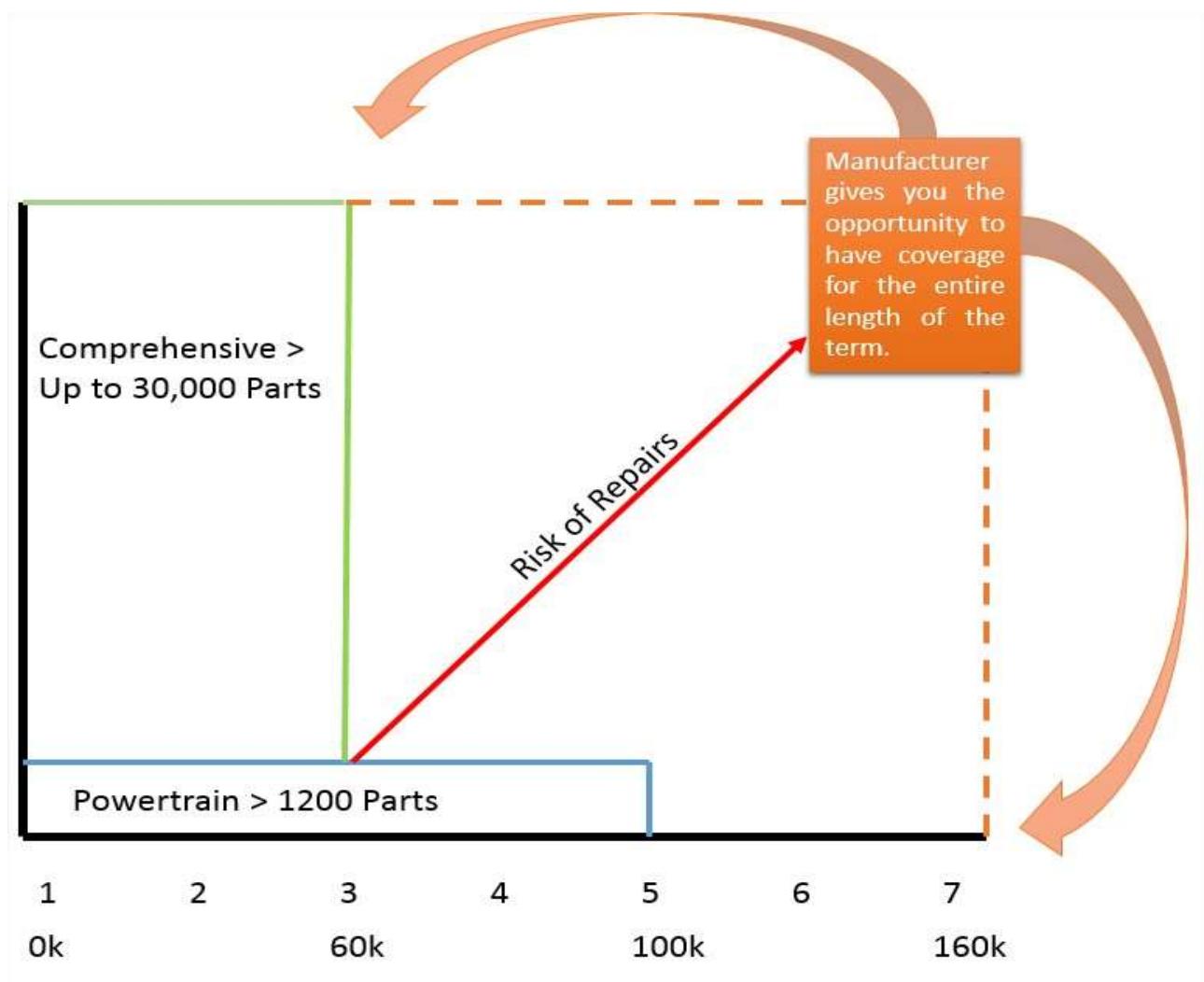
18. "I THOUGHT THIS WAS SUPPOSED TO BE A QUALITY VEHICLE."

"The vehicle you're purchasing is indeed a very high-quality vehicle. However, consider this; Your vehicle has over 17,000 moving parts.

If your vehicle was built, 99% 'perfect', that still means 170 parts would fail during the life of the vehicle.

If your vehicle were built 99.9% 'perfect', that still means 17 parts would fail during the life of the vehicle.

In addition, if your vehicle was built 99.99% 'perfect', that still means 1.7 part would fail during the life of the vehicle. That 1 or 2 parts could be a seal for \$25 or an engine for \$4,000. Even with a high-quality vehicle, the Extended Warranty plan is a wise investment. Shall we include it in your payment?"



CREDITOR INSURANCE “CLOSES”

1. “I HAVE COVERAGE THOUGH WORK”

“It’s nice that your Employer thinks enough about you to make sure you have at least some protection, isn’t it!” “You mentioned that you thought you had about 70%, is that right?” (You would already know this if you have asked the work coverage question, during the Customer Statement Questioning Period!)

Review THE DISADVANTAGES of the work place coverage and how the customer cannot only benefit from your coverage but even profit!

2. “I HAVE LIFE INSURANCE THROUGH WORK.”

“Mr. Smith, you’re financing this unit for five years. Your insurance through work is only in effect for the period that you work for your organization. Should you decide to leave your company, as many of our customers have in the past, or even if, for some reason, you were laid off, you would not have coverage.

“The coverage I’m suggesting stays with you regardless of your employment situation. Can I include it with your agreement?”

3. “I HAVE LIFE INSURANCE THROUGH WORK.”

“Some of the very best plans that I’ve seen pay up to two years and only a portion of your future salary in the event of death. Some plans will only pay if the incident happens at work! That coverage only lasts surviving family members about one year, since they often have to pay off loans (like this one) and other debts with the lump sum benefit. In addition, that coverage is only in effect for the time that you work with your company. Most people and our customers find that they need to enhance the coverage to be properly protected.”

“The nice thing about our coverage is that you are not purchasing any more or less than what you actually need to look after this loan. Consider including this necessary coverage. Should we go ahead and include it?”

4. “I HAVE DISABILITY COVERAGE THROUGH WORK.”

“Company plans can have a number of restrictions. The few policies out there that actually pay your full income are usually set aside for workers in the essential services industry! Our customers, not unlike you have told me that their plans pay between 66% and even up to 70% and may only be for a short period of time. Then the coverage could drop significantly, 50% or less! Some plans stipulate payment for injuries that only occur on the job and may even specify hospital confinement! In addition, some plans even define disability as the inability to work at any job.”

“With our coverage that we provide, the coverage continues for the full term of your agreement. Coverage is 24-7! You do not have to be hospitalized, just under your Doctor’s care, for payment to commence, (once the forms are completed). You can claim as many times as needed, it does not have to be repaid and there is no income tax payable and does not compete with other coverage! The coverage also protects your Good Credit Rating.”

“Should I go ahead and include this valuable coverage?”

5. "I HAVE DISABILITY COVERAGE THROUGH WORK."

"Mrs. Smith, on your customer statement, you indicated that you've been with your company for about three and half years, which means that in the past five years, you have changed jobs. The financing agreement on this unit is for the next five years. Could it be remotely possible that you could even change jobs (or even careers), again in the next five years? I mean if the right opportunity presented itself, could this not be possible? Most companies / benefit plans have a mandatory waiting period, and you could be without coverage during this gap!"

"Would it not be important to you to make sure you have coverage, whatever should happen? Making sure you have the peace of mind to know that if you should be away from work, under your Doctor's care, that you have coverage 24hrs a day 7 day a week to protect your good credit!"

"Should we go ahead make the arrangements for this valuable coverage?"

6. "I CAN'T AFFORD THE EXTRA MONEY."

"Based on what I've seen on your customer statement, you can afford the extra money! Could I possibly have missed something? Should we review your statement just to make sure?"

"The coverage is really only a few dollars a day when you break it down, could you afford not to have it?"

"Should I go ahead make the arrangements on your behalf?"

7. "I CAN'T AFORD THE EXTRA MONEY."

"You can afford the extra money... if you can see the value of the coverage and how it will protect you when you need it the most! It could be that you are like most people, who really can't account for every dollar they spend during the course of a month? We spent it at drive-through Tim Horton's, McDonalds, the variety store; we spend money on lottery tickets, newspapers, junk food, videos and other things. It all adds up, would you not agree?"

"What I'm proposing is an investment of say \$1.23 to say \$2.34 a day, which is less than the cost of a large Double Double! Or even Half a Starbucks each day!"

"So may I go ahead and set this up for you?"

8. "I CAN'T AFFORD THE INCREASE IN MY MONTHLY PAYMENT."

"Mrs. Smith, if you knew that a month from now, you'd be laid up and unable to work, would you find the extra few dollars it takes for this premium?"

"Mrs. Smith, why don't I just include the coverage now in your monthly budget?"

9. "I CAN'T AFFORD TO INCREASE MY MONTHLY PAYMENTS ANYMORE."

'If there was no additional cost to the coverage would you want this kind of protection for you and your family/ (Good credit rating)?'

(Your customer says "yes" but reminds you that it's not free.)

"You're right; it does increase your payment by \$40 a month. But let me ask you a question. Which payment is tougher to make; an extra dollar and a bit a day when you're working and healthy, or \$560.00 a month when you're sick or injured and off work on a reduced income?"

"You'd be making a really wise investment with this protection."

10. "I HAVE MONEY IN SAVINGS JUST IN CASE."

Mr. Smith, when you have to draw on savings for payments and income when you're laid up, you're paying with after-tax dollars, are you not? You would have to 'gross' and save about \$750 to make a \$500 payment, What I'm proposing is that you pay \$50 'gross' per month in order to make your purchase payment in the event of sickness or injury with 'tax-free' dollars."

"Can I include the coverage on your agreement?"

11. "I'LL JUST BUY MORE INSURANCE FROM MY OWN AGENT."

"That certainly is an option. However, when you discuss this with your agent, he (or she) will probably suggest a brand-new policy, which might be more money. You may also be required to complete a new questionnaire, give a new blood and urine sample and maybe even complete a Doctor's physical examination."

"For as little as \$1.50 a day, I can simply include the coverage in your agreement now and you can avoid all of that inconvenience and additional expense." "You are in good health, aren't you?"

12. "I'LL TAKE MY CHANCES ... I'VE NEVER BEEN SICK OR HURT."

"You have never been sick? The hospitals are full of people who were very sure of that same thing."

"I didn't mean for that to sound rude, but I've heard a number of customers tell me just that and then desperately calling me later needing the coverage!"

"Would you permit me to protect your agreement?"

13. "I'LL TAKE MY CHANCES."

Mrs. Smith, your health can change overnight. When it does, it's too late to invest in the Accident & Health protection."

"Why don't we include the coverage right now, then you will have the peace of mind to know that if your health does change, you are protected!"

14. "I'LL TAKE MY CHANCES."

"Mr. Smith, if you're laid up in the hospital, I can only mail you a get-well card. With this protection I'll be able to do much more, I'll make this monthly payment for you, till you are back on your feet and back to work. Which would you prefer?"

"All I need to know is; are you in good health today?"

15. "I'LL TAKE MY CHANCES."

"Maybe you're right. If I were twenty-two years old, single, strong, and healthy I might also take my chances with the Credit Life protection. However, I would most definitely include the Accident & Health coverage."

If it's the cost you're concerned about, then having some coverage is better than not having any at all. Then let's just cover you in case you become ill or suffer an injury which by the way has no regard for age or physical condition."

16. "I'LL TAKE MY CHANCES."

"I understand how you feel. I have often felt the same way when it comes to matters of insurance. If you wouldn't mind though, before you make your decision final, I'd like to share with you some interesting information I've recently found.

(Review the 'Death and Disability Statistics' with them)

"As you can see, the chances of a sickness or even an injury are quite high. Why gamble against those kinds of odds and go with the sure bet instead."

17. "I'LL TAKE MY CHANCES."

"I had a gentleman named Mr. Davidson say that to me two years ago. He and Mrs. Davidson wanted to pay cash for their unit. I convinced them to finance their purchase to obtain the benefit of our low-cost life insurance coverage. He passed away before the very first payment was made. Mrs. Davidson received the brand-new unit 'free and clear'! That was certainly no consolation to losing her husband, but at least she had the new unit (paid off) and still had all the money in their investments!"

"Why don't we secure your loan with this coverage?"

18. "I'M NOT INTERESTED."

"Mr. Smith, please allow me to take just 60 seconds of your time to review with you some of the benefits of this coverage. I am legally obligated to present and thoroughly explain the coverage to you. Then you can make an informed decision! Afterwards if you're still not interested I can just have you sign a legal waiver for our files." Is that alright with you?"

(Review the coverage with him, unless he stops you, and then just go to the waiver!)

"Mr. Smith it really is excellent protection. Could I have your authorization to protect your loan?"

19. "THE BANK'S DISABILITY COVERAGE IS CHEAPER."

"You'll actually find that the coverage at the bank costs MORE money. Here at the Dealership our insurance calculates your premiums based on an "averaged" group rate, which means that everyone that qualifies for coverage pays the same premium regardless of your age or occupation! Your bank charges "age banded" premiums, which means that the premium increases with age. In cases where a customer is very young, the premium may in fact be less at the bank, however there is a long two or three months "wait period" for payment of the benefits. Here at the Dealership, payments can be "retroactive" to the first day of the accident or sickness!"

"I'm glad you have taken the time to compare and investigate the coverage. Could we include it for you?"

20. "THE BANK'S DISABILITY COVERAGE IS CHEAPER."

Mr. Smith, you're right. On the surface, it appears that way... However, there are some distinct differences! The bank offers you a disability policy that has a 30, 60 or 90 days "elimination" period. That means that if you make a claim (and you have a 60-day "elimination" policy), the first two months are not covered. Your benefits do not start paying till the third month. With the coverage that I'm proposing, the policy is "retroactive", which means if you were off work for four months due to sickness or injury, your payments would be covered for all four months! Therefore,



even if our premium costs more money, it still provides you with more accessible coverage and better value and it would be less expensive in the end. I'll show you on paper...

BANK'S PREMIUM	\$ 800
IN THE EVEN OF SICKNESS OR DISABILITY	
YOU MAKE YOUR PAYMENTS FOR:	
THE FIRST MONTH	\$ 400
THE SECOND MONTH	\$ 400
THE "TRUE" PREMIUM	\$1600
 DEALERSHIPS PREMIUM	
\$1200	
IN THE EVENT OF SICKNESS OR INJURY	
WE MAKE YOUR PAYMENTS FOR:	
THE FIRST MONTH	\$0.00
THE SECOND MONTH	\$0.00
AND EVERY MONTH UNTILL YOU'RE	
ABLE TO RETURN TO WORK!	
THE "TRUE" PREMIUM	\$1200

21. "THE BANK'S DISABILITY COVERAGE IS MUCH CHEAPER!"

"Other than the cost, is there any other reason why you might not go ahead with the coverage?"

Mrs. Smith, you'll actually find that our coverage is more affordable than the bank's. The bank protects your loan for the term of the loan only, not the amortization. If, for example you borrowed money for 60 months, it's likely, because of lower interest rates that you might just lock in your rate for 12 months only. You're then only covered for the 12 months. At the end of twelve months, in order to continue your coverage, a new premium is charged according to your new loan balance and term. Furthermore, your premium may automatically increase because you're one year older. Your monthly payments will usually increase even if your interest rate at renewal is lower, because your original insurance premium has not been paid in full but is being repaid over the amortization of the loan!"

22. "BUT I'M LEASING THE UNIT."

Mr. Smith, I've come to understand from our other customers that are self-employed that personal insurance can be both expensive and limited in its coverage. With the protection that I'm proposing you'll find that it not only protects an asset of your business but is extremely affordable as well."

"Mr. Smith, the protection is actually a sound business investment. My company will pay for your time when nobody else will. Could I include it in your lease?"

23. "BUT I'M LEASING THE VEHICLE."

"In the event that you were unable to make your lease payments due to sickness, injury, or an accident, you still have the same re-payment responsibilities and obligations as you would have with a bank loan! Your lease is simply a more attractive method of financing. Therefore, you need to protect these payments just as you would with a bank loan or mortgage."

"Could I include this protection on your lease?"

24. "BUT I'M LEASING THE UNIT."

"Your Sales Consultant Cathy obviously shared with you many of the benefits of leasing. Two benefits that I think are great for our customers are the GAP insurance coverage, and the fact that you defer and possibly eliminate much of the G.S.T. - P.S.T. - (H.S.T.), if you choose not to buy your vehicle at the end of the term. Those two benefits alone represent several thousand dollars in savings. Why not reap all the benefits?"

"If your residual value is \$10,000, and you bring your vehicle back at the end of your lease for a new one, you've saved \$1500 in taxes. What I'm suggesting is that you reinvest approximately \$700 of your savings into Accident & Health protection. You'll have all the benefits of leasing, a fully protected payment and still be ahead with \$800 in savings!"

25. "I WANT TO THINK ABOUT IT."

"Mr. Smith, this is just a thought: Anything worth having is certainly worth insuring And nothing you possess is more valuable than your health."

"Wouldn't you agree? Let's include the coverage within your monthly budget."

26. "I WANT TO THINK ABOUT IT."

Mr. Smith, when you're sick or hurt and can't work, and have used up your savings, there are four sources of income left: Family, Friends, Government Welfare, or Insurance

"With the coverage I'm proposing you would have the best solution for continuing your vehicle payments. Could I include the protection with your monthly payment?"

27. "I WANT TO THINK ABOUT IT."

"Mrs. Smith, insurance is kind of like a life preserver: You have to carry it when you don't need it, in order to have it when you do."

"Mrs. Smith, could we add the life preserver to your agreement?"

28. "IF I DIED MY WIFE WOULDN'T KEEP THE VEHICLE."

"Mr. Smith if you were to die during the financing term, the vehicle could be in a position of negative equity. That means that you owe more money on the loan than what the unit is worth (because of some depreciation). In those situations, the financial institution goes after your estate for the money – that being the difference between what's owing on your finance agreement and what the bank was able to get by selling the vehicle after they repossessed it."

"By protecting your payments now your family or estate can have this new asset 'free and clear' in the event of your death. I'll show you just how inexpensive it is."

29. "IF I DIED MY WIFE WOULDN'T KEEP THE VEHICLE."

"Many people pass down summer homes or cottages to their children as part of their estate. Because your RV is just like a cottage, and because so many people enjoy the RV lifestyle, I'm finding that many people like to ensure that they're in a position to pass on their RV to the next generation 'free and clear' (debt free)."



30. "I PLAN ON PAYING OUT THIS LOAN EARLY."

"Mr. Smith, because this agreement is open, so is the insurance protection. When you pay off your loan, you'll receive a partial refund for the unused portion. If you think about it, you're only actually investing in the coverage for the period that you actually need it."

"Could we go ahead with it?"