

RoadLoans.com
Auto finance made easy.



“My RoadLoans
Preferred Dealer
took the time to make sure
I got the best
best deal possible”

—Kurt



**Preferred dealers who work hard
to find the best deal**

Helping dealers prepare for
RoadLoans.com lead calls and
overcoming common objections

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Prepare for the call

Today's consumer is more informed than ever before, information is at their finger tips...literally with iPhones, Droid etc.

Do you have a Facebook page, Twitter account or other social media engagements?

Loyalty incentives, rebates and attention to consumers are vital to develop a long term relationship

Know your incentives- service specials, gift cards, oil changes, etc.

Are the incentives available for either showing for the appointment or just buying from us?

Ease of use...one stop shopping for all brands, makes and models

Know about your products and ability to obtain inventory.

How many times do we get to the auction weekly and our ability to get various makes of cars?

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Prepare for the call

Sell exclusivity, selection and service

Try to never talk about down payment- even if they need it, we just want to get the customer in so they can sell 30 day approval on financing. Listen to your customer

Get as much information as possible up front so that you know the needs and are prepared for either a follow up call or for the appointment

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Objections

Just Looking – not interested right now

- * Reference current dealer or factory specials
- * Emphasize that their approval is only good for 30 days
- * Listen to the customer and gather as much information about type of vehicle they are interested in buying and when
- * Set time for a follow up call

“A vehicle is a big purchase and sometimes an overwhelming experience. Our role is to assist you during this transaction...making your experience easy and simple. A few things to consider: we, as your approved dealer are offering (Incentives) if you buy before (specific date). Your exclusive RoadLoans approval expires on (specific date) and we would hate for you to lose the chance to buy the best vehicle.”

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Objections

I just wanted to see if I could get approved

- * Explain the limited time frame for the approval and emphasize the exclusivity of approval
- * If unhappy with the RoadLoans approval terms, mention that we may have more financing options to discuss.

“Congratulations- RoadLoans was able to approve you at this time. Keep in mind that your exclusive RoadLoans approval expires on (specific date) and we would hate for you to lose the chance to buy the best vehicle”

“This is the most common reason why people like you apply...so we understand. It turns out that most of those people really do have a vehicle need. We are able to make this transaction simple and easy for you.”

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Objections

Not interested in Dealer due to Franchise

- * Promote used car inventory, ability to find specific vehicle at auction
- * Advise that we can access a wide variety of makes and models. If we don't have what the customer desires, we will stop at nothing to find the perfect vehicle

“We have a used car inventory with unlimited access to vehicles from all manufacturers in every price range. If we know what you are interested in, we will be able to find the car that best suits you needs or desires.”

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Objections

Not happy with the interest rate, down payment, approval amount

- * Advise that we have other financing options, and if another lender can't approve them at their preferred terms
- * RoadLoans is still available for 30 days
- * If possible get info from customer as to what would make them happy

“We understand that you want the best deal available, if you are not interested in the terms of your RoadLoans approval, we will gladly set up an appointment for you to discuss other financing options.”

“We have access to many lenders, but if none of them are able to finance you, the RoadLoans approval will still be good for 30 days.”

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Objections

Saving for a down payment

- * When will they have the required amount?
- * Advise that trade equity might help. If there is a trade, we can tell them how much equity they have
- * Try to set an appointment to get them in to discuss the options

“We have many options with different down payment requirements. I would be happy to set up an appointment for you to discuss your options and see if you can buy with the amount you have now”

“I see that you have an open car loan right now. We may be able to show more money down using the equity in your current vehicle. I would be happy to set up an appointment for you with one of our specialist to find out”



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Already found a car at another dealership

- * Get info:
 - where did they find the vehicle- online or on the lot?
 - what type of vehicle is it
 - have they signed a contract with the other dealer
- * Advise that the RoadLoans approval is only good here
- * Advise that this is a non-issue because we may have that car or can acquire that vehicle

“Your RoadLoans approval is valid only here, we may have that vehicle in stock right now. Let me collect some information so we know what vehicles to find and hopefully we can have those vehicles ready to test drive at your appointment. When are you available to visit the store?”

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Objections

Get them in the Dealership