



OVERCOMING OBJECTIONS THE LEAD METHOD



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Steve Shaw

424-237-4973

hello@shawdealertraininggroup.com

shawdealertraininggroup.com

THIS WORKBOOK BELONGS TO

Write it down. What you write, you remember. What you remember, you use.

THE BIG IDEA

475

The one idea that anchors everything that follows.

**Don't argue an objection — LEAD through it.
Listen, Empathy, Ask, Determine — every time.**

NOTES:



THE LEAD METHOD

475

Four steps through any objection.

L LISTEN · acknowledge the concern — restate it back

E EMPATHY · align with the customer — a partnership

A ASK · clarify the objection and guide the path

D DETERMINE · agree on the solution together

Listen to acknowledge. Empathize to align. Ask to guide. Determine together. That's LEAD.

| NOTES



L — LISTEN & RESTATE

Acknowledge the concern — first.

LISTEN TO HEAR

Listen twice as much as you speak — two ears, one mouth. Listen to hear the customer, not to reply.

The customer needs to be _____

YOUR SIMPLE PHRASE

“If I hear you correctly...” — then repeat the objection back in the customer's own words. Restating is how the customer feels acknowledged.

WAYS TO LISTEN & RESTATE

1. _____

2. _____

3. _____

4. _____



LISTEN

“I DON'T HAVE THE MONEY”

Listen — then restate the exact objection.

THE OBJECTION — WHAT THEY SAID

RESTATE IT — “If I hear you correctly...”



LISTEN

“I DON'T HAVE TIME”

Listen — then restate the exact objection.

THE OBJECTION — WHAT THEY SAID

RESTATE IT — “If I hear you correctly...”



LISTEN

“I HAVE MY OWN MECHANIC”

Listen — then restate the exact objection.

THE OBJECTION — WHAT THEY SAID

RESTATE IT — “If I hear you correctly...”



E — EMPATHY

THE ART OF UNDERSTANDING

Align with the customer — a partnership.

Empathy

noun · em·pa·thy

Understanding and sharing another person's feelings — stepping into their shoes and feeling it with them.

Sympathy

noun · sym·pa·thy

Feeling pity or sorrow for someone's situation — feeling for them, from the outside.

THE DIFFERENCE

Sympathy looks in from the outside: “I feel for you.” Empathy steps inside: “I feel it with you.” Empathy builds a partnership; sympathy keeps its distance. We demonstrate empathy — never sympathy.

YOUR SIMPLE PHRASE

“If I were in your shoes, I would probably feel the exact same way.” Put yourself in their shoes.

| How will you demonstrate empathy — feel it with them — instead of just saying it?



EMPATHY DO & DON'T

Two columns — fill them in as we work through it. Leave room for notes.

DO**DON'T**



“I'M SORRY” & “I UNDERSTAND”

What the words have come to mean — and how to apologize for real.

“I'm sorry”

phrase · the customer-service edition

A throwaway line used to dismiss a concern. Translation: “let's sweep this under the rug” — it quietly tells the customer you don't really care.

“I understand”

phrase · the customer-service edition

A reflex that signals you've stopped listening. Translation: “let's move on.” To the customer, it means nothing at all.

THE POINT

Said out loud, both phrases land as “move on” — the opposite of empathy. So we don't say them. We demonstrate empathy — and when we owe an apology, we make a real one.

HOW TO MAKE A REAL APOLOGY

*“I apologize to you for _____
(what I did)*

I should not have treated you that way.”

Be specific. Own it. No “but.”

WRITE YOUR APOLOGY



EMPATHY

“I DON'T HAVE THE MONEY”

Restate, then empathize.

RESTATE — “If I hear you correctly...”

EMPATHIZE — “If I were in your shoes...”



EMPATHY

“I DON'T HAVE TIME”

Restate, then empathize.

RESTATE — “If I hear you correctly...”

EMPATHIZE — “If I were in your shoes...”



EMPATHY

“CAN I GET A DISCOUNT?”

Restate, then empathize.

RESTATE — “If I hear you correctly...”

EMPATHIZE — “If I were in your shoes...”



EMPATHY

“I HAVE MY OWN MECHANIC”

Restate, then empathize.

RESTATE — “If I hear you correctly...”

EMPATHIZE — “If I were in your shoes...”



Before you solve anything, earn the right. Ask: "May I ask you a question?" The purpose is to gain the customer's permission to take the next step — your questions then clarify the objection and guide the path.

NOTES

A — ASK

THE QUESTION BANK

Match a clarifying question to each objection.

Based on the objection, ask questions that clarify and guide the customer to the solution. Write the questions you'll use:

“I DON'T HAVE THE MONEY”

“I DON'T HAVE TIME”

“CAN I GET A DISCOUNT?”

“I HAVE MY OWN MECHANIC”



D — DETERMINE THE SOLUTION

Agree on the best course — then solve it.

AGREE — THEN SOLVE

Determining the solution is simple: once the customer agrees to the best course, you solve the problem. You guided — they chose. Agreement first, action second.

| How will you confirm the customer agrees to the solution before you act?



PRACTICE

“I DON'T HAVE THE MONEY”

Run the full LEAD method.

LISTEN & RESTATE — “If I hear you correctly...”

EMPATHY — “If I were in your shoes...”

ASK — “May I ask you a question?”

DETERMINE THE SOLUTION TOGETHER



PRACTICE

“I DON'T HAVE TIME”

Run the full LEAD method.

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DETERMINE THE SOLUTION TOGETHER



YOUR BIGGEST OBJECTION

The one you hear most — now LEAD through it.

THE GUIDELINE

Write the objection you hear most often, then work it all the way through LEAD: restate it, empathize, ask your clarifying questions, and determine the solution together. Master this one and you can handle any objection.

The objection you hear most _____

LISTEN & RESTATE — “If I hear you correctly...”

EMPATHY — “If I were in your shoes...”

ASK — “May I ask you a question?”

DETERMINE THE SOLUTION TOGETHER



SECRET CODE

475

Complete the course — capture your code.

TODAY'S SECRET CODE

NOTES





KEEP GOING.

Overcoming objections is only one piece of a complete Fixed Ops process. For more on overcoming objections — or training for any other area of your dealership — connect with the Shaw Dealer Training Group.

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(424) 237-4973

Steve Shaw · Founder, Shaw Dealer Training Group

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