

Tips For Selling Service Agreements

Establish value by asking about the trade:

“How much time do you have left on your extended warranty?”

When you are at the point in your discussion with your customer that you ask them if they are going to trade their vehicle in and they say yes, ask them how much of the extended warranty is left on their trade. No matter how they answer you can tell them that most people that buy at your dealership understand the value of an extended warranty and buy one. If there is warranty remaining it adds value to the trade.

Act as though all of your customers purchase extended warranties.

Let your customer know that the vehicle they are considering qualifies for an extended warranty.

At the point in the sales process where the customer asks you what you know about the car they are considering answer them the way you normally would and then add; probably the most important thing to know about this car is that it qualifies for an extended warranty.

Include the cost of the warranty (And Disclose) with the first payment quote.

The most successful (Warranty Penetration) dealers use a 4 Square’

A very easy, no pressure qualifying question for your customer might sound something like this:

“If for some unforeseen reason in the future your car broke and had to be repaired to the tune of \$800 to \$1200 dollars would that create a problem with your household budget for that month? If So, you probably should give serious consideration to purchasing an extended warranty. If you are able to write a check at any time For \$1200 to 1500 to cover an emergency, you may not need one.”