Manager checklist for cleaner price-objection handling

Capture the Price Objection Without Pretending to Approve a Discount

Owner: _____ Date: _____

- [ ] Define the exact objection prompt the agent should use so it asks which competing vehicle the shopper means before the conversation drifts.
- [ ] Require notes to capture the shopper’s stated concern, the competing stock number or listing, and any condition the shopper mentions.
- [ ] Verify that the call flow states clearly that the conversation is for information gathering, not for approving pricing changes.
- [ ] Set the preferred next step for the agent: salesperson handoff, scheduled callback, or saved note for follow-up when live transfer is not available.
- [ ] Review a sample transcript regularly to confirm the agent is separating objection capture from discount authority in the way your team expects.

Notes and next steps

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Adapt this checklist to your dealership’s process.

Read the article on Goxee