



LESSON 07

Conversation is not Comprehension

We assume our words mean the same to everyone. They don't.

We usually don't know much about our customers — their needs, driving habits, or ownership goals. So we end up wondering what we can *sell* them instead of understanding their actual situation. Maybe we subscribe to the 300% rule, offering everything and hoping they bite on something. In short, we guess.

Why we guess

- 1 We fear we'll kill the deal by taking too long.
- 2 We fear engaging in conversation — we may look uninformed on our products.
- 3 We skip trying to understand people, because it's just easier to offer everything.

Unfortunately, the more we guess, the more likely we are to be wrong. If our goal is really about helping customers have The Best Ownership Experience™, then we have the right — and the obligation — not to simply guess.

We often mistake conversation for comprehension. We assume that because we understand what something means to us, it must mean the same to everyone. To avoid guessing, listen carefully to the words and phrases customers use, then ask what those words mean to them. In other words, **clarify**.

A pattern for clarifying

CUSTOMER "I don't want a high interest rate."

F&I "If I asked 10 different people what they considered high, I'd get 10 different answers. May I ask what high means to you?"

CUSTOMER "I don't know, probably ___%...", "My bank/credit union offers ___%...", or "I didn't want to pay over ___%."



Sometimes, when we ask the customer to clarify, we learn something we didn't expect — and that something can be even more valuable than we anticipated.

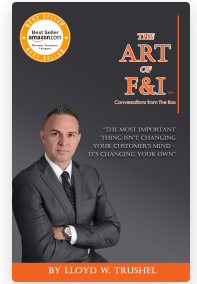


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- 30+ years in automotive F&I
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- Clients across the U.S. and Canada
- 10,000+ transactions across all brands
- Trust-based training — zero word-tracks
- F&I training built on trust, not scripts



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