

BMKT 114: Psychology of Selling

OnStar Assignment Handout



Name _____



Instructions: Use a browser and read through the literature provided for

<http://www.onstar.com>

Role: You have just been hired to be the regional sales representative for this dealer installed option.

Planning: In order to prepare to handle your sales calls, you are listing in order the 5 most likely objections a prospective customer might have when purchasing this option. After listing the most likely objections, research and answer them as you would in a sales presentation.

Remember, anticipating objections provides the best opportunity for you to prepare to answer them in the most persuasive way.

For example, price is always an objection. How would you answer that? Another objection might be...."I know I can use OnStar to unlock my car if I lock my keys in...but how do I contact them if the car is locked. (The button is on the inside!) How would you respond to that?"

List the 5 most likely objections, **along with your best answers** for using OnStar.

1. _____:

2. _____:

3. _____:

4. _____:

5. _____:

