

# Closing Phrasing Checklist

When you are closing a sale, keep your phrasing positive to maintain your momentum and customer connection. Here is a comparison of typical phrasing which is negative and phrasing that is more positive:

Negative Phrasing	Positive Phrasing
What are you trying to say?	This is important; I want to make sure I'm understanding you correctly. Is this your main concern _____?
What part don't you understand?	Clinton, thank you for asking. Let me go over the financials to clarify a few points.
Why don't we look at some figures on the vehicle?	Traci, allow me to prepare a proposal for your consideration.
Come on in and we will make you a great deal on the car.	Allow me the courtesy to get some estimates for you on the new vehicle and the vehicle you want to replace.
Kelly Blue Book is a web site and they don't buy cars.	Clinton, I totally understand how you came up with the value on your vehicle. There are some other variables we factor into the Actual Market Value of the vehicle. For example: (auction values, supply & demand, special rebates, finance incentives, lease rates, vehicle condition, prior accidents, etc.)
Wow, you've got a credit problem!	The good news is we have a financial source that will work with us to assist you in reestablishing your financial position.
Don't worry about the payment.	Traci, I will make sure the monthly amount is right for you. My responsibility is to make sure you are satisfied with all the financials.

Go back and circle any phrase that you can start using today to improve your communications with your customers.

Then go back and put an X through any phrase that you will not use again.

Want more detailed help with these concepts? Call DealerBoost at 512.507.9882 or send an email to [support@dealer-boost.com](mailto:support@dealer-boost.com) to find out about our in-person coaching services.