

**PHONE POWER:**  
**THE GRINDER PRICE CALL**

**Sales Person:** Thanks for calling. My name is Grant.

**Buyer:** Hey. I want your best price. You one shot at me and that's it. When I hang up, I'm shopping other stores. Best price gets my business.

**Sales Person:** Great, thank you for the opportunity. I'll be happy to get one shot at earning your business with the lowest price.

**NOTE: Move immediately into qualifying.**

Tell me exactly how you want it equipped, color (anything they have not covered).

Can I also get you information on down payments, monthly payments?

**Buyer:** No, all I want is your best price.

**Sales Person:** Excellent. So, let me be sure I understand. You want (summarize). Is there anything I've missed?

**Buyer:** Nope, that's everything. What's your best price?

**Sales Person:** You don't have to purchase today, do you?

**Buyer:** No, I'm not buying today. I just want your best price. Can you get that for me or not?

**Sales Person:** Let me be sure of what you want. I guarantee I'll get you the lowest price.

What's your cell number?

**Buyer:** All I want is a price. Can't you get me the price while I'm on the phone?

**Sales Person:** I want to text you exactly what you're asking for and what our price is.

**Buyer:** Just tell me what your best price is. You don't need my cell number.

**Sales Person:** We have a company policy to provide all price quotes in writing so that there is no misunderstanding. Other will give you a price verbally and

then not honor it because they'll say you misunderstood. I want to be sure I have what you want then put it in writing.

Remember, I get one shot at earning your business. We outsell everyone that you could possibly call. We buy lower and sell lower than everybody in the marketplace. If you want the lowest price, I assure you that I am the right person to do business with.

What's your text number so I can send you exactly what we're willing to sell our product for? You can take that number and then shop wherever you choose.

- Buyer:** Okay, I'm going to give you my cell number and my e-mail.
- Sales Person:** How do you spell your last name?
- Buyer:** G-R-I-N-D-E-R. ("the Toughest")
- Sales Person:** Great, hold please. (5 count) I'm texting and e-mailing you the information so you can see it. Is there any chance you would consider something pre-owned (low miles) if it saved you 2, 3, 4, 5 thousand dollars?
- Buyer:** Might. Just send me the price on the other vehicle.
- Sales Person:** When can you come by to look and drive? I'm happy to get you our best pricing on both.
- Buyer:** Good try, but you'll never get a second chance at me. Just send me the information and if it works, I'll call you back.
- Sales Person:** Assuming I can get the numbers right, when are you coming this way?
- Buyer:** Get me the best price and then I'll figure out when to come over there.
- Sales Person:** I'm confident I will have the best price. Is this afternoon or tonight even a possibility?
- Buyer:** Possible, just get me the best price.
- Sales Person:** The reason I ask is we are having a major push for the next two days. If I am able to tell my supervisor that you are ready to go, it's going to make a great deal of difference. Is there any chance I can tell him you can make it this afternoon or tonight?

**Buyer:** I'm twenty minutes from you OR I can come there right now OR probably not. Just give me the price.

**Sales Person:** I've already started sending you information. Check your e-mails and texts. Have you gotten it yet?

**Buyer:** Yes, I'm getting it now.

**NOTE:** Confirm the information of buyer.

**Sales Person:** Mr. Grinder, I'm so confident that we can work out the price. Would you be willing to making five minutes if I come to you?

**Buyer:** Don't bother. Just send me the information.

**Sales Person:** Mr. Grinder, let's face it. The only way we are going to earn your business is to give you exactly what you want: the best price and the best service on the exact product you want. Do you agree with that?

**Buyer:** Yes, I'll agree with that but I don't care about service. I just want the best price.

**Sales Person:** I'm so confident I can get you the best price. Give me four minutes to prove to you that I can earn your business.

**Buyer:** What do you mean by that?

**Sales Person:** Come on down or I'll come to you right now. I'll show you what I have and what I can sell it for.

**Buyer:** No, no, no.

**Sales Person:** I'm sending the information now. You'll have multiple packets in less than ten minutes. My contact information will be in the package. Thank you for the opportunity.

**NOTES:**

1. Callers like this are buyers!
2. Regardless of how certain he sounds about what he wants, he can still be on the wrong product.
3. Don't get frustrated.
4. E-mail him the information. Take your best shot and that doesn't mean it as to be the lowest price.
5. Look him up on-line. Find out who he is and where he is.
6. Still go to him if you can. You don't need permission, you need insistence.