

Objections

Here are some common objections when trying to sell a Lubecore ALS and some excellent ways to rephrase the objection as a question to deal with that objection.

Objection	“No money in the budget”
Questions / Comments	<ul style="list-style-type: none"> • How can we change the budget for next year? • How can we get this in your budget? • Where does this fall in your budget? Is it a capital expenditure? Is it an operating expense? • Is leasing an option? • Is this something you want in your budget? • Would you have some money in your maintenance budget so that you can try a system? • The labour savings alone may pay for this immediately and help your budget.

Objection	“Too expensive”
Questions / Comments	<ul style="list-style-type: none"> • Too expensive compared to what? Compared to greasing the equipment by hand? Compared to replacing components? Compared to a competitor’s system?

Objection	“Don’t have time to put it on”
Questions / Comments	<ul style="list-style-type: none"> • How do you get your equipment in right now for service? • When is your next PM? • When is your next rebuild date? • When would be a good time for you? • Would it be best to get a system installed on your equipment before it goes into service? • Would an evening or weekend installation work for you?

Objection	“I am happy with what I have”
Questions / Comments	<ul style="list-style-type: none"> • How would you like to be Happier 😊 • What do you have right now? • What do you like about the system you currently have? • What opportunities with your current product do you see for improvements?



Objection	“I don’t want to retrain my mechanics”
Questions / Comments	<ul style="list-style-type: none">• We can do the training for you.• There are only 3 different operating principles. If we offer you a system with the same principle as you are currently using, the training you need would be minimal.• What training have you already had?

Objection	“I hate change” I don’t want to change
Questions / Comments	<ul style="list-style-type: none">• What is the change?• Is it change from manual lubrication?• Is it change from another manufacturer?• “Maybe you don’t need a toilet, but it sure is nice to have one!

Objection	“I don’t want to buy different grease”
Questions / Comments	<ul style="list-style-type: none">• Different compared to what? EP-0? EP-2? Greaselube vs. Steadylube?• What are you buying right now?• What do you like about that grease?• If we can supply you with a system that can work with the grease you use, would that work for you?• What is the value to you in a 6 year warranty?• Are you familiar with our warranty assumption program?

Objection	“It seems to complicated”
Questions / Comments	<ul style="list-style-type: none">• Compared to what?• Compared to competing products?• Compared to greasing by hand?• What about this system seems complicated to you? I would be happy to break it down.

Objection	“The lines will break”
Questions / Comments	<ul style="list-style-type: none">• What kind of lines are you currently using?• How long do they last?• Do you know what causes the breakage? What causes the breakage?• Which lines are breaking?• How would the cost of those lines breaking compare to the cost of manual lubrication? Decreased component life? Downtime?• What do you know about our “line break warranty”



	<ul style="list-style-type: none">• We have a new system to repair those lines which is very simple and user friendly. May I show this to you?
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Objection	“Lube system becomes part of the maintenance, too much maintenance”
Questions / Comments	<ul style="list-style-type: none">• What is too much?• What did you experience with maintenance to the lube system?• What kind of repairs are you seeing?• What is the reason that those repairs need to take place?• Can we look at the equipment together and see how the system was installed?

Objection	“No more vendors accepted for this tender”
Questions / Comments	<ul style="list-style-type: none">• How we get on the vendor list?• Who can we talk to about that?• What vendor do you currently have? (That we can remove)

Objection	“You are not an approved vendor”
Questions / Comments	<ul style="list-style-type: none">• What are the criteria?• What does it take to become an approved vendor?• How do we go about that?

Objection	“Corporate already has an approved vendor for this”
Questions / Comments	<ul style="list-style-type: none">• Who at corporate do I need to talk to?• Would you support us going to corporate and proposing us as an alternative supplier

Objection	“Avoidance – Don’t want to hear from another vendor”
Questions / Comments	<ul style="list-style-type: none">• Who in this company would want to listen to me?• How would I go about finding someone in this company that is interested in saving money, reducing operating expenses, and solving problems?• What has your past experience been?

Objection	“I am not the decision maker”
Questions / Comments	<ul style="list-style-type: none">• Besides yourself, who is involved in making the decision to use AGS ?• How do we go about getting to the decision maker?



Objection	“Unit going to a remote area, who will service it ?”
Questions / Comments	<ul style="list-style-type: none">• Who is servicing your unit now?• Where is it?• What is remote to you?

Objection	“We lease our vehicles with full maintenance”
Questions / Comments	<ul style="list-style-type: none">• Who do you lease them from?• How do you pay for this maintenance right now? How many cents per mile?• How is that maintenance working for you?• What is the current service interval with your full maintenance service provider?• How long is this lease?• How often are they greasing your fifth wheel for you? Dangerous, tire wear• We believe your maintenance provider should be able to drop your cents per mile by .05 cents per mile. Can we work on this together?

Objection	“I like to get under my vehicle(s) to look for problems” greasing make them do it
Questions / Comments	<ul style="list-style-type: none">• Excellent, we still want you to do this. (flashlight instead of grease gun)• Our customers have found... (feel felt found)• You do not need to stop going under your truck.• You can spend more time on safety.• Lubrication systems get you better results and allow you to do your inspection more efficiently.• No ags and “a grease gun to inspect” (You found a seized slack or worn kingpin) good on you ! would you not rather find it to be not worn and all OK? It is about the result of your inspection

Objection	“I am loyal to my current supplier”
Questions / Comments	<ul style="list-style-type: none">• What caused you to be loyal with your current supplier?• What are you looking for in a supplier?• What do I need to do for you to become loyal to me?



Objection	“I can buy a lot of grease guns for the price of your system”
Questions / Comments	<ul style="list-style-type: none">• How are you going to get the grease into your truck?• How often do you do that?• How often do you grease• How much does that cost you over the life of the truck (equipment)

Objection	“OEM is already dealing with a different manufacturer”
Questions / Comments	<ul style="list-style-type: none">• What kind of support are you getting from that manufacturer?• We service all makes of systems and are here in town, only a call away, what else do you have that would benefit from a system,• Will you help us get into that manufacturer or dealer, if you ask for Lubecore you will get it and we can add it in the financing? The benefits of our system over the factory one are; (out-spekkers)• How is this being specified? Are you specifying it ?• Who can we talk to?• Would you support us in doing this?

Objection	“Maintenance supervisor in shop tells you that they have had ALS before and that they do not work so they took them off ”
Questions / Comments	<ul style="list-style-type: none">• May be a result of the person not being trained.• Lack of knowledge about automatic lubrication• Mechanic may feel threatened / job security• Use of nylon lines , use of wrong grease ? • May I ask you some questions about your past experience? Obviously at one point you felt there was a benefit because you purchased AGS. What changed?• What did you find going wrong with the system?• What was the failure that made you remove it?• May I see the old system? Can we look at it?• Who installed this system? Were the problem install related?• Who in this organization is certified/trained to troubleshoot this system?• How did you determine that it did not work? Was it because you did not see enough (according to you) grease at the points?• What type of grease are you using?• Lubecore has solved these issues, how do you feel about trying it again?• If you are afraid it will fail we are prepared to take the risk of failure away by installing a factory trial system.

Lubecore International OEM Associations

- Heil
- Polar Tank
- International
- Tremcar
- Advance Engineered Products
- Superior Pressure Vessel
- Daimler
- CAT
- Beall
- Osh Kosh Ready Mix
- Bedard
- Laser Inox
- Colombia
- Dutch Industries
- Tycrop

Lubecore International Modification Centre Associations

- Mod Centers
- Can Am
- Freightliner
- Volvo
- Daimler
- Truck Specialty Center
- Farmbro