

Some questions to ask price shoppers:

“Tell me what is going on with the _____.” (the specific concern they are price shopping)

“Where do you normally take your vehicle to have this service done?”

“Has anyone else looked at your vehicle and given you a price for this service?”

“What would be the best way to get you an accurate price?”

“What is more important to you – safety or price?”

“How much do you trust price quotes over the phone?”

“Are you calling around to find the cheapest price?”

“Will you take your car to the shop that gives you the cheapest quote?”

“Is each shop giving you a different quote for the same issue?” (if yes)

“Why do you suppose that is?”

“Has a shop ever charged you more than they quoted you on the phone?”

“Are you suspicious because I won’t give you a price over the phone?”

