

USING THE CUSTOMER'S 2nd KEY & NOT ORDERING A 3rd DOESN'T HAVE TO BE AN OBJECTION

We have all installed remote starters that required an extra ignition key. Customers were horrified to spend another \$150+. For many cars, "bypass" kits were introduced, eliminating that expense.

But, Land Rover vehicles use a much higher level of RFID technology, similar to Audi, BMW, etc. There are no "bypass" kits.

A Land Rover key is \$400 and can still be purchased and used, if the customer needs it, or insists on it.

Here are some points to tell the customer, which can help work around the objection of losing a key. We have found them to be content when it is explained this way:

- The second key to any car, usually spends its life in a drawer. Many times, cars are even traded in with only one key, because the other gets lost.
- Despite having Driver 1 and Driver 2 capabilities, most people still share the same key. It's the one left in the ignition, in the garage. They can still press the button in the door to switch Drivers.
- "What if while golfing, boating, hunting, etc., you lose your key?.....Miles from anywhere.....You have an extra key in the vehicle!"

Show the customer where the Key Fob is installed. Have them hide the battery and additional parts; the spare tire is a good spot. AAA or Roadside Assistance gets them into the vehicle, they dig out the key, reassemble it and they are on their way. What seemed negative at first, is now a positive!