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Section 1: Price / Competitor Objections

Calling around for pricing -

- "I'll be happy to go over pricing with you, we do things a little bit differently than our competitors. Which means I'm not going to give you a false quote — it will be personalized to you, your vehicle, and your location. What is your DOB?"
- "Yes, I can definitely cover some basic pricing with you! Once we get your appointment scheduled, I'll cover any fees charged by the service center. We are very transparent, and I want to keep focused on getting you back on the road quickly. What is your DOB for now?"
- "I totally understand about the price, and I will explain it thoroughly. I know how important this is to your job and responsibilities, and I will help you with this. What is your DOB to get started here?"
- "LifeSaver is extremely competitive when it comes to price and the most transparent in the industry. Our team of experts regularly performs competitive analysis to maintain an edge in pricing."
- "Here at LifeSaver, we acknowledge inflation is affecting nearly everyone. With LifeSaver, your pricing stays the same for the remainder of your lease term, unlike gas and groceries that keep going up! (*Laugh, if rapport is good)."
- "Absolutely, I'll get to the price shortly. I just need a little info. You'll get honest and transparent pricing — no hassle, no surprises. What's your best phone # in case we get disconnected?"
- "We are very fair. We actually don't even collect any money today or startup fees. We simply need your information to give you the most accurate pricing. Anything less would

be a disservice.”

- “I understand you are looking for the cheapest device, but cheaper often means lower quality. That can cost you more in the long run due to lockout fees, towing, or false readings. LifeSafer gives you a device that works reliably when you need it most.”
- “I know price matters — but how important is price compared to quality of the device, type of service, state reporting, and reliability? A cheaper device doesn’t always mean better. With us, you’ll still get the most affordable pricing today.”
- “We need to start on the right foot — you’ll need this device for 6–12 months. I need your DL # simply to check the right device for compliance and shop availability. It would be a disservice to just give a ballpark. What’s your DOB to begin?”
- “I’ll certainly get you the price shortly. We are very transparent. The way it works is we handle the install, the setup, and all reporting aspects of your program. You never need to worry about compliance. Let’s start with your DOB to get the ball rolling.”
- “Great — I understand you are looking for a quote. We offer personalized pricing depending on a few details. Can you tell me what state you are calling from?”
- “Looking for the price? Absolutely, I can help. Our shops each have their own labor fees which vary. Let’s start with what state you’re in and go from there.”
- “I understand you need the price, and we’ll get there shortly. Your main motivation today is finding an install shop that works for your budget so you can get back on the road, correct? Let’s get started with your DOB.”
- “Of course we can go over pricing. Our labor fees are standard, and we even set up smaller increment payments. For now, give me about 5 minutes and we’ll go from there. Let’s start with your DOB.”
- “Here’s how we work: we call the shops before scheduling your install so we can all agree on the price. It’s a true quote, tailored to you. Let’s start with your DOB and go from there.”
- “We have reliable, new equipment that’s easy to use and the smallest on the market. Yes, I’m pushing our product, but more importantly, I’m selling you a solution. Let’s start with your DOB to get your foot in the door.”

- “Unlike groceries or gas that keep rising, your LifeSafer rate will stay the same for the full duration of your program.”
 - “Definitely, we can go over pricing. Included in your price: certified technician training, installation, a client portal at your fingertips, and reporting handled for you. Help me out with your DOB to get started.”
-

Competitor Objections

- “I understand you got a better price elsewhere. Competitors often leave out fees. With LifeSafer, you’ll always get the full picture.”
- “Some companies quote monitoring + install fees but don’t mention shop pricing, leaving surprises later. We’ll give you a personalized quote. Let’s start with your DOB.”
- “Not sure if you understand how it works, but we handle all reporting. You never need to worry about compliance — we send reports promptly to your agency.”
- “I’ll be happy to go over pricing. It will cost time and money — but it’s a small price to get your license restored. For now, let’s get your DOB.”
- “We don’t even take money over the phone today!”
- “Other companies can recommend themselves, but check the reviews — LifeSafer has 4.6+ stars on TrustPilot, Yelp, and Google.”
- “I need to remove my competitor’s device first” → “Not an issue, we can book you the day after removal. Let’s lock your install in now.”
- “I already installed with another company” → “I respect that choice. If it doesn’t work out, I’d like to be the first person you call.”
- “I have a list of vendors” → “That’s great! We have LifeSafer PLUS, Guardian PLUS, Monitech (NC), QuickStart (AZ)... Let’s go down the list together.”
- SmartStart: Good service but bulkier device and fewer booking options than LifeSafer.
- Intoxalock: Many locations, but higher negative reviews, larger devices, older features.

- QuickStart: Arizona-only, offers “No Money Down” installs.
- ADS: Limited locations, 2.2-star rating.
- Alcolock: Limited network, 1.7-star rating.

ASSUMPTIVE PHRASES:

***Keep in mind, The customer called us. That means they already need us—we don’t ask for permission, we guide them confidently.**

Replace This:

- “I was wondering if I could get your card info...”
☒ With: “Next, I’ll take down the card info to secure your spot.”
- “Did you want me to check on that appointment?”
☒ With: “Let me go ahead and lock in that appointment for you.”
- “Did you want me to look for other shops?”
☒ With: “Let’s check the closest available location next.”
- “Would you like me to proceed?”
☒ With: “Here’s what happens next...” or “We’ll go ahead and get started.”
- “Would you prefer auto pay?”
☒ With: “We’ll go with the auto-pay option—most of our clients choose that smaller increment payment option.”

Assumptive, High-Conversion Phrases:

- “Will you be using a Visa or MasterCard today?”
- “I’ll send that confirmation to your email now.”
- “I’ll go ahead and reserve that for you.”
- “Next step is placing you on the schedule, what time works best?”
- “I’ll mark this down as your preferred location.”
- “I’ll process the discount with the auto-pay now.”
- “I’m reserving your install slot as we speak.”

Indigent Program:

- "To start the indigent program process we will work with the DOL (), I have to collect a bit of intel and then it generates a low income application for you. lets start with your dob , dl # AND phone number etc"

ALERT: Watch your tonality when you say the following phrases -

- Even if we don’t do business today I would like to give you the best pricing and exact pricing as well... Ballpark figures are no good...
- Give me 4-5 minutes of your time, I will give you the price etc and if you don’t like it we can part ways I will never bother again (laugh)
- Before you hang up on me, give me 4 minutes i will get you the price and go over everything step by step and if you don’t like what you hear you may hang up.

Voluntary programs:

- "First off, I just want to say **congratulations** for even making this call — it's incredibly brave and shows you're taking control of your journey."
- "Most people never take this kind of initiative — so the fact that you're here tells me you're already making smarter, stronger choices."
- "I don't know what brought you here today, but I want you to know: **you're not alone**, and we're here to support you with zero judgment."

Empowerment - not restriction

- "This isn't about punishment — this is about **peace of mind**, safety, and knowing you're staying on the path you've chosen."
- "Think of it as a personal safety net. It's there to hold you accountable, to build trust, and to give you (and maybe your family) some added reassurance."
- "It's not forever — but for now, this device can help you stay grounded while you focus on your goals."
- "Let's take that first step together. You've already made the hardest call — the rest gets easier from here."

I am calling to cancel my appointment with you:

- Okay the good thing is we can reschedule and there are no penalties. You are protected by our no obligation policy here. With that being said, would Monday or Tuesday work best?
- Very sorry to hear that, we can reschedule for Monday at 9am or Tuesday what

works best?

- Okay no worries, we have an upcoming appointment at 9am on Monday or Tuesday what works best?
- What is the reason for cancellation? 80% of the time I can beat or meet the competitors offers etc.

Calling to cancel due to price or competitor:

The SCRAM/Lifesaver difference across the globe:

- L250 - Countries such as the United Kingdom, Canada, Australia, and New Zealand just to name a few... are looking to the U.S. as a model for innovation and technology-based solutions. Officials in countries across the globe are tackling issues related to alcohol misuse and criminal justice reform in their communities and they turn to Lifesaver for their Ignition interlock needs.
- We offer trusted and innovative electronic hardware and software solutions for the criminal justice system.
- We put our products through the most comprehensive exhaustive testing to ensure product reliability that enables you to focus on your compliance and stop wondering if you made the right choice.
- Everyone at Lifesaver is here for the same purpose, to make a difference for the clients we monitor to help our customers succeed, and to provide solutions that make our communities safer!
- How often do you want to replace this product? you don't. We know how important it is to keep your freedom to drive. This product is time-tested, we state approved.

- Installation DAY what to expect:

Installation takes about 2 hours - While our certified technicians work on your vehicle, they will request that you watch an essential training video. This will help you become familiar with how your interlock functions. Our technicians will also provide you with hands-on training. We want you to feel comfortable with the new device!

- **Why do you need my Driver's license? | Why do you need the DL#?**

*YOU CAN ALSO ask for "What is the best phone # in case we get disconnected" >>>>>>> then DOB >>>> DL # or ID#

- You can say something simply like: "Let me go ahead and get your information for your program. What is your ID or your driver's license number?"
- Our goal is to get you back on the road. We ask this question to everyone, simply because of our partnership with the court and the DMV. I just need the DL # to collect basic info about your incident?
- There are a few pieces of info I will need, just some basic info about your incident. Let's start with your best # in case we get disconnected > DL# > DOB
- We need accurate info because if we don't put this information properly into the system, then we cannot report to the state if you decide to go with us. If we can't accurately report this to the state, then it's not going to be counted towards your program. To start off on the right foot here what is your DOB> DL#? etc
- I just need the DL # to get you accurate pricing, I promise I won't take as much information as google does lol
- When you receive a DUI citation that DL # is linked to your citation and we need to report to the state on your behalf using that DL #.
- I understand about giving your license # out, it can be a little nerve-racking but I need this information due to our partnership with the DMV and the courts

Why do you need my date of birth?

- We work together with the DMV and court in order to report properly; and if you decide to

go with us as your interlock provider we will need to have all info match what they have.
Your date of birth is?

- We coordinate with the monitoring authorities once you are installed your date of birth and all info needs to match so we can report properly... and your date of birth is?
- I need to be able to identify you to the monitoring authorities if you decide to go with lifesaver; as an interlock provider we are responsible for all reporting.

Customer “Let me get back to you” or “I will call you back”

- I understand you’d like to call back, before you let me go... what is holding you back today?
- Okay, I understand, is it the price, location or what is not working for you? I can always check other options for you.
- Usually when I hear someone says I will call you back or I will get back to you I never hear back from them. What would it take for you and I to do business today? * then turn to solving the clients problem
- Assuming we are not doing business today, what would help you in your decision today? Or what is holding you back?
- I’ve been doing this for a long time, when someone says they will get back to me I never hear from them again. I am sure you are just trying to be polite. (*Smile/Laugh) Is it the term? The location? The price? Assuming we aren’t going to do business, let’s lay everything on the table... what is holding you back today?

Why do you need my home address?

- To provide accurate pricing in your area I will need to find the the closest location to you. And the address was?
- We need to know where our device is, our equipment is leased ma'am so we need a physical address to know where it will be at all times after installation.
- Our devices are leased and we need to know where this device will be at all times after install.

Collecting a home address is non-negotiable in the Ignition Interlock industry. *Please don't take down PO BOX addresses.

Assumptive Phrasing:

“And your home address? That's where any official state letters will be sent if needed.”

“Great, and what's a good home address that we can place on file?”

“Perfect. Let's get your home address down now—it's required for your file.”

“We'll need your home address to finalize your enrollment—it's a state requirement.”

If the Customer Hesitates:

“I completely understand—just to clarify, we're required to have a mailing address in case the

state needs to contact you by mail.”

“Your address won’t be shared—it’s strictly for compliance and tracking where the device is at all times.”

“Even if your installation is at a shop, we still need a home address on file for to know where our device is at all times.”

Special Situations:

Objection: “I have the device installed with Intoxalock - Smart start - Alcolock -other company can you guys help me? ”. Rebuttal:

1. Empathize with the client - yes we can help! We can set you up but you need to remove the old device within 72 hours and install our device asap.
2. Let’s set up our install and you will work on setting up a removal with them lets work together so you can get back on the road with the best!

***Note: WE CANNOT REMOVE OTHER COMPANIES' DEVICES but as a sales agent you MUST plan this out with the client. Your end goal is to educate them and work as a team to get this done.**

Objection: “I don’t have a vehicle in my name” or “I don’t own a vehicle”. Rebuttal:

1. You can install in any vehicle, even if it is not in your name. It can even be a friend or a family member's vehicle. Do you have a friend or family in mind that can help you with this?

2. Do you have an idea of what type of vehicle you would like to install into? Is it a truck or a car? ...Let's go ahead and use that. If we need to change the vehicle information later on it won't be a problem.
3. If no vehicle ... "No problem we can still lock in these fantastic rates, and you can call/text/email with the vehicle you decide to install on before the appointment. What is your DOB?"

Objection: "I am in the process of buying a vehicle"

Rebuttal:

4. Do you have an Idea of the make and model of the vehicle you will be buying? If so I can set you up in our system and when you get the exact information you can send me an email or text.
5. If no vehicle ... "No problem we can still lock in these fantastic rates, and you can call/text/email with the vehicle you decide to install on before the appointment. What is your DOB?"

Objection: "I am not sure if I need this"

Rebuttal:

6. I understand, if you have basic information we can get you in with the current specials! What is your Driver's license number?
7. I understand you do not want to get this device unless you need it. However, states have become very strict on DUI restrictions. Even if it is your first offense you will most likely need to have the unit installed.
8. While I have you on the line we can talk about price, locations etc and get you set up for the future so at least you have a plan B. If it turns out you do not need the device we can cancel that appointment there are no penalties with us.

Objection/Question: "I want to install in a motorcycle, does your company do that?"

If you find yourself in a state where motorcycle installs are not permitted, use the following **rebuttals**:

1. Do you have any other motor vehicle you can use to install the Interlock?
2. Can you use a friend or family members vehicle to install the interlock in?
3. Are you willing to travel out of state to install the interlock and get calibrations in your home state? I'd be more than happy to look into this for you.

NOTE: KY, IA, ID (*franchise locations do motorcycle installs in ID) these states do motorcycle installs. However, please check your SOP to find out more on Out of state installs, policies and procedures etc. if you will be sending the client outside of their requiring state for a motorcycle installation.

Competitors/I need to call other places/I have a list

- I understand you “got a better price for another place.”

“I want to let you know that I have heard competitors offering prices but not quoting all the other fees. At (COMPANY), we are totally transparent and give you the total fees, which may be hard to compare apples to apples. But. Don't take it from me I will send you our reviews so you can hear it straight from the actual customers For now, let's get started with your DOB?

- There are companies out there who quote the client the monitoring fee + their installation "set up fee" but they don't go over the shops pricing information because that's separate. We hear this from the clients all the time. So what we are going to do is give you a personalized quote once we find a shop that works for you too. Let's start with a little intel here what is your DOB?

- Not sure if you understand how the program works but we do handle all the reporting aspects of your program. You never have to worry about being compliant we send the reporting promptly to the monitoring agency. All you need to do is show up. To stay compliant.
- "I'll be happy to go over pricing with you, we do things a little bit differently than our competitors to get your driver's license restored, it will cost you some time and money - but hopefully, it's a small price to pay to get on the road, right? For now let's gather a few pieces of info and we'll go from there what is your DOB?"
- *WE don't even take any money over the phone today!
- Everyone is quick to recommend their product, but no one has the evidence to back it up. If you go to Google reviews, yelp and trust pilot you can see we have 4.6 stars or more. * send link to Trust Pilot.
https://www.trustpilot.com/review/lifesafer.com?utm_medium=Trustbox&utm_source=EmailSignature1
 - SEE VALUE

“I need to take this device out first, then I will call you back”

- This is not an issue at all, we cannot remove any competitor's device but we can book you a day after your removal. When will you get it removed with (competitor name)?
- While we cannot install you while you have the other device installed, we can book for the future so you can have a plan B in place! Let's book your install 1 week out this way you can all (competitor name) and they will have plenty of time to remove it.

“I already installed with another company”

- Oh, I see, okay well listen Sam I understand you went with another company, and I do wish you the best. However, if things don't work out with Intoxalock please let me be the first person you call when you look for another interlock. Fair enough?

“I have a list of vendors”

- Great! We are like a one stop shop here who is on the list. ** KEEP in mind we have Lifesafer PLUS, Guardian PLUS, Monitech (NC), Quick start (AZ) go down the list with the client. * Really the only competitor that may be up to par is Smart Start Other than that **SEE INFO BELOW ON COMPETITORS INFO.**
 - Everybody else has like two and a half stars, three stars. We hear people complain about customer service calls some places are not even available 24/7
 - Recently, Service has recently hired and trained additional team members to better support our clients. This has made a huge impact and our hold times have significantly improved:
 - Previously: 2–3 hours
 - Now:
 - **Mondays:** 10–20 minutes wait
 - **Other weekdays:** ~5 minutes wait
 - Everyone is quick to recommend their product, but no one has the evidence to back it up. If you go to Google reviews, yelp and trust pilot you can see we have 4.6 stars or more.
- * send link to Trust Pilot.
- https://www.trustpilot.com/review/lifesafer.com?utm_medium=Trustbox&utm_source=EmailSignature1
- **SEE VALUE**
 - The technicians are dismissive of the client. Not with us. The reason why we have become the largest and why we've been in business the longest! Is because we value our customers. LifeSafer focuses on the quality of their sites, and we excels with superior service and technicians that are more hands on with the client.

- We want you to be successful, we want you to finish up your program the first time and I never want to see you again. *(Kindly smile/laugh)* We don't want you to come back because your device has a high failure rate. We're not priced the lowest either because our devices are made of durable plastic. They are heat and cold-durable and they are the smallest, easy-to-use device using our one-step blow process.
- **SmartStart** Ignition Interlock SmartStart's customer service is rated highly—on par with LifeSafer—however, while not as large as Intoxalock's, the device itself is larger and bulkier than the LifeSafer L250 IID. SmartStart does have good service location coverage but does not offer the easy booking options as compared to other providers. LifeSafer focuses on the quality of their sites, resulting in fewer locations but excels with superior service and technicians that are more hands on with the client. 2 step blow pattern.
- **Intoxalock** Ignition Interlock While Intoxalock has the most locations nationwide compared to other IID providers, they have more negative reviews overall, especially on social media. The device itself is also substantially larger than the industry average in weight and dimension, making it a more cumbersome and less discreet choice. It appears that the device has not been updated in quite some time and has fewer modern features. 3 step blow patterns.

*Decertified in several states - VA, NC

• **QUICKSTART** - Being a single-state brand provides more specific expertise in Arizona IID law and requirements, and several of their service centers are open on Saturdays. QuickStart also offers 'No Money Down' pricing so customers can install their IID with \$0 out-of-pocket.

Refer to interlock ratings too from our marketing team!

[Ignition Interlock Ra Buying Guide](#)

[CLICK HERE](#)

- **Size of device (avoid embarrassment)**
- **Cleanliness (keep healthy)**
- **Number of locations/proximities (convenience/ease of use)**
- **Lockouts (dependability/non-interruption) – (can get locked out unnecessarily – fear)**
- **Specific state stats – number of locations, largest installs in that state (credibility)**
- **Online portal (save time/convenience)**
- **Honest, transparent pricing (cost savings) (fear of being ripped off)**

• Alcohol Detection Systems™

Alcohol Detection Systems was not included in the ratings due to its limited location availability. Owned by Intoxalock, the ADS™ IID is oddly shaped and not discreet in a vehicle. This device is not available nationwide and has a 2.2-star Trustpilot rating with around 20 reviews total.

• ALCOLOCK

ALCOLOCK was not included in the ratings due to its limited location availability. Only available in approximately 20 states, ALCOLOCK has a limited-service center network. With the lowest Trustpilot rating of 1.7 stars, this brings up concerns about the device functionality as well as the quality of their customer service

I DON'T HAVE A DEBIT CARD/I DON'T WANT TO GIVE MY CC#:

- We are a reputable company with 30 years of experience, and we are 100% certified in your state! Really, it is no different than your T-Mobile, Comcast and or car note. We

just set it up in auto pay.

- This Is the best way to qualify for the 14 day smaller increment payments Joe and the best thing is we only collect on PENNY today.
- I know this can be a little nerve-racking this will make it a lot easier to take care of your payments every 14 days etc.
- We only collect ONE PENNY TODAY
- I understand you don't have your card do you possibly have a picture of it? You know sometimes we take pictures of it lol
- No problem, Joe, if you don't have it with you I can wait until you find it I really don't mind waiting on the line, take your time!
- Do you possibly have a friend or family member who can let you put theirs on file for now it will only take one penny Joe.
- **FINAL RESORT;** please go to the client portal as soon as you have it in hand that way you can still qualify for the small increment payments every 14 days.

I Need to speak to my spouse

- “(Caller Name), I understand you would like “to speak with your spouse before moving forward.” “To be honest, when I hear a customer say this, it means I haven't done a good job explaining the value we offer.

We've been doing this for over 30 years and Included in your price for our service is **(Explain VALUE):**

A certified technician will train you and install your unit, also have a client portal at your fingertips where you can make changes in real time, make payments etc. and we take care of all the reporting for you too! So you will never have to worry about being out of compliance. To get started help me out here with your DL #?

- I can also talk to them directly. I have been here for over 6 years, and I can answer any questions they may have. I just know that when I hear a customer say this, it means I haven't done my job. I can explain all the benefits, answer questions about product functionality etc. What is their phone # I don't mind at all.
- We can also call them on a 3-way meeting call. Discuss pricing, and answer any questions they may have. I can explain all the benefits, answer questions about product functionality etc. What is their phone # I don't mind at all. Let's take care of this today for you ma'am/sir.

COLD CALLING

Key points:

Do not apologize - "Sorry to bother you"

Do not say hi this is Mary Garcia from Lifesafer

Do not say hi I am following up

- Hi Sarah, this call is not urgent, but it is important do you have 27 seconds to talk about the interlock? you called us on Monday...
- Let me ask you a question, can I be the first person you reach out to next time you are looking for an interlock? I'm am sure I can provide excellent service and products.
- We've made some changes we can offer you a month free, upgrade to newer technology (states with L250 speak about features)
- Permission based: Hi would you give me 27 seconds of your time and if you don't like what I have to offer we can go our separate ways? Sound fair? my name is Mary with life safer interlock. You reached out on Monday, tell me, did you find an interlock?

Objection: I'm calling for my... daughter, son, mother, father, friend I don't have their driver's license/ they are at work"

1. If you have their basic information, I can set them squared away and you can send me

an email with the remaining information once you obtain it.

2. From my experience, we get very busy, we can take the time now to collect a few pieces of information and they can always go into the Client portal to see the details on the appointment. They can even cancel or reschedule it on their own right from their phone.
3. If they are at work- I can give them a call or send them a text message. What is their phone number?
4. I don't feel comfortable giving out my friend or family members info over the phone. I will just have them call you.... "I completely understand, what is the best phone number or email I can send a 2-minute questionnaire to?

Template to send via text or email:

Thank you for your interest in LifeSafer Interlock! When you have an opportunity fill out this 2- minute questionnaire for me. I will personally call the shop and set up your new installation.

Name:

Address:

Date of Birth:

Drivers License Number:

County of conviction:

Year/make/model/color of car:

Who is vehicle registered under:

VIN#:

Plate number:

Attorney Name(if applicable) :

Value:

Top IID SRAM Value Statements

- LifeSafer has successfully helped people like you get back on the road quickly and safely. • We provide accurate, timely, and reliable services to help you successfully complete your ignition interlock program.
- We offer the best in class Customer Support
- 5 minute online enrollment with No-Call Install
- The LifeSafer Ignition Interlock Device is the smallest and easiest to use device on the market
- Lowest failure rate we give you all the tools to prevent that experience. And get thru the program fast!
- No difficult blow patterns and no large, clunky device to store.
- Our device features a slim, discreet design and easy to understand blow patterns to make sure you get back on the road fast. We are known for the quickest start up time! • The accuracy of the L250 is unmatched to ensure that you get an accurate reading every time. Thousands of tests are passed easily everyday across the nation.
- All you have to do is gently blow into the device 3-4 seconds to complete, wait a few moments for your result, and start your car. We are known for the quickest start up time!
- You'll get honest and transparent pricing every time, hassle free.
- Our technicians have over 40 hours of training and will provide you with hands on training at the time of your installation.
- Smallest device on the market it fits in the palm of your hand! (L250) • We have a convenient client portal that you can use right on your phone. Make changes in real time anytime!

Device objections/Questions:

- **Objection/Question: "I don't want a blow and hum device"**

The blow and hum technique is actually the easiest to use in the industry, it only takes 3-4 seconds to complete. It's a one step process, all you have to do is say the word "dooo"

Our device is sanitary other devices ask you to blow, hum, and inhale which can be unsanitary. Also, other devices require a 3 step process. Ours is only one step.

“In order to even be certified with the state and the national highway safety administration we have to have this “hum” but i tell you, we have an easy-to-use device using our one-step blow process. Sounds like this doooooo”

• **Objection/Question: "What if I get a fail is there a fee?"**

Yes, there is a fee is alcohol was detected the fee in your state is \$X amount of money. However, we do have many ways to avoid that. You can refrain from alcohol all together or do not use the device and get a Lyft or Uber if you know you may fail due to alcohol.

● **Will the ignition interlock drain my battery?**

-L-250 -LifeSafer's ignition interlock devices are engineered to better withstand these challenges. Our devices are equipped to prevent freezing and moisture-related malfunctions, safeguarding your compliance and safety.

- **L-250** - Don't let an ignition interlock device drain your car battery this winter. Our device incorporates new technology that is four times less likely to drain your car battery compared to other providers.

-L250- LifeSafer's device draws 4 times less energy from your car battery than other devices. You hear a lot about other devices completely draining car batteries, especially in the winter, because they continue to use battery power while your car is turned off.

LifeSafer's device has the newest technology on the market, allowing our device to heat up quickly without drawing too much power from your vehicle. This is unique to our product and isn't something you'll find with other devices.

****SEE PICTURE BELOW:**



LifeSafer.

Pass
✓

**4X LESS
BATTERY DRAIN***

LifeSafer's device draws 4x less power from your car's battery while your vehicle is off.



* LifeSafer® L250 compared to Intoxalock® 1001A. Third-party testing, July/August 2023.

• **Objection/Question: "I've heard I can't eat pizza anymore is that true?"**

You may eat pizza, however there is yeast in freshly baked pizza so you must wait at least 20 minutes and rinse your mouth out with water before you blow. Thousands of tests are passed each day!

• **Objection/Question: "What if I get locked out what can I do?"**

In your state we have POC (PERM LOCK OVERRIDE CODE) you can pay a fee of \$X amount and we can give you the code over the phone! *CHECK SOP as some states don't allow POC codes and client has to tow the vehicle into service center.

- **Objection/Question: "What if don't blow correctly?"**

If you don't blow correctly you may just need a little practice. Our installers will take time to train you on the day of the installation to make sure you leave there knowing how to use it. You can also call us here 24/7 and a member of the service team will practice on the phone with you.

"ABORT" *keep in mind an abort does not mean there is alcohol detected it just means you did not blow properly.

- **Will installing an interlock mess up the wiring of my car or interfere with other features I have?**

Our certified technicians have a wiring diagram of your particular vehicle so they know exactly where to find the wires they need to install the device. The wires needed are generally found within the cabin of the vehicle.

Our device is connected to the horn battery and the ignition. Our certified technicians go through the crevices of the dash to ensure there are no cosmetic damages made to your vehicle's interior.

The device is velcro mounted to your vehicle there are gaping holes being drilled so when we remove it. It looks like nothing was ever there!

- **Objection/Question: "What if I want to preheat my car up in cold weather can I still do that?"**

Unfortunately, now that you have the interlock you must not leave the vehicle turned on and UNATTENDED the device cannot tell whether you are parked with the vehicle running or actually in your vehicle driving down the road. Therefore, it may ask for a test at any time.

- **Objection/Question: "Can I still use mouthwash?"**

Certainly, just be sure it is alcohol free or if you use any products such as hand sanitizer, mouthwash, or cologne wait at least 20 minutes before blowing into the device or going into your vehicle.

- **Objection/Question: "What if I miss a re-test will my vehicle shut down?"**

The vehicle will never shut down in the middle of the road if you miss a re-test. You should re test as soon as possible it only takes about 3-4 seconds to complete. It is very easy no different than taking a sip of your coffee and placing it back in the cup holder. Thousands of re-tests are passed successfully each day across the nation.

Interlock Ratings

https://interlockratings.com/wp-content/uploads/2023/02/IIR-Buying-Guide_Whitepaper_Final-3.pdf

Device FUNCTIONS:

- Regarding the device functionality and some of the things that just set us apart from other companies, for example, is how our unit identifies the human breath sample with other companies out there, their units would require that you blow for eight seconds to suck back and then blow for another eight seconds. We have the newer technology. Our units blow for three to five seconds. We're known for the quickest startup time.

- We also have the ability to reset our units over the phone. (In certain states) What I mean by that is if you get a violation or if there is some kind of unit malfunction, most of the companies are going to require that you to the vehicle to them to reset it. We have the ability to reset our units over the phone.
- Also, The unit can be disabled for mechanics. So if you take your car in for service or maintenance throughout the program, we can give the mechanic a code at no charge to you. So they don't have to use the interlock at all.
- It's made of durable plastic, so It is heat and cold durable. So it can be left in the car year round, but it's also detach in some states if you're worried about theft. And then the unit itself is small and discreet if it's in the palm of your hand. So it's not big and bulky like some of the units are out there.
- How much is the violation: Well, we do have Violation fees but we give you all the tools that you need to successfully get thru the program. Videos, training, we make you aware of products and foods that you may need to be more careful with that's all... Take your time.

Device FUNCTIONS:

- In regard to device functionality and some of the things that just set us apart from other companies, for example, is how our unit identifies the human breath sample with other companies out there, their units would require that you to BLOW SUCK BLOW for eight seconds to suck back and then blow for another eight seconds. We have the newer technology. Our units blow for three to five seconds IT IS A ONE STEP PROCESS. We're known for the quickest startup time.
- I don't think you can get a much lower price because we are always watching the market for pricing, so we are about \$5-10 apart or so. What I like to touch on is definitely the device itself. What good is it if it is cheap if it does not work or does not function correctly.
- The LED display that illuminates at night, making it easy to read the text instructions... with audible voice instructions in both English and Spanish combined with volume

controls.

Conversation starters/Diversifiers if needed

- Do you know how the program works? Once you reach our line it is a privilege to drive... by this time you are already suspended, am I right? Explain how we need to get them back on the road because we understand how important their responsibilities are such as work, school, children and plain old FREEDOM!
- WHEN DO YOU NEED IT BY? YOU HAVE A DEADLINE? REASON I ask if because the holiday season is upon us! we are going to get so busy let's place you on the schedule. There's no obligation at all.
- Your main motivation for today's call is to find a installation shop that works for you and your budget to get back out on the road, correct?
- Not sure if you understand how the program works but we do handle all the reporting aspects of your program. You never have to worry about being compliant we send the reporting promptly to the monitoring agency. All you need to do is show up. To stay compliant.

Marycruz Garcia updated 02/18/2025

WHY AUTO PAY?

Key Phrases to Position 14-Day Autopay as the Best Option

💬 Emphasize Simplicity and compliance

- *“Most clients love that the 14-day option helps them avoid big, stressful bills at the end of the month—it’s easier to manage in smaller amounts.”*
- *“Our clients who choose autopay tend to install faster, stay compliant longer, and worry less.”*
- *“This keeps things simple—no surprises, no build-up, just consistent and manageable.”*
- *“It’s a ‘set it and forget it’ approach that gives you one less thing to worry about.”*

💬 Highlight Financial Control

- *“Smaller payments every two weeks equals better budgeting. You stay on top of things without falling behind.”*
- *“It’s actually more flexible—especially if you’re paid bi-weekly like many of our clients.”*
- *“This helps avoid that end-of-month crunch. A lot of our clients tell us it just fits better with their pay cycle.”*

💬 Cost Savings!

- *“This plan helps you keep the lowest possible rate—we can lock that in when a card is on file.”*
- *“To keep the best pricing available, we do need a card on file for autopay—that’s how we secure your spot.”*

💬 Assumptive Phrasing

- *“Nearly all of our clients go with this option—it just makes sense once you see how it works and most of us get paid bi-weekly so that helps too! Which card works best for this?”*

- *“Let’s go ahead and set you up on the same plan most people choose—it’s the smoothest route forward.”*

I DON’T HAVE A DEBIT CARD/I DON’T WANT TO GIVE MY CC#:

- We are a reputable company with 30 years of experience, and we are 100% certified in your state! Really, it is no different than your T-Mobile, Comcast and or car note. We just set it up in auto pay.
- This Is the best way to qualify for the 14 day smaller increment payments Joe and the best thing is we only collect on PENNY today.
- I know this can be a little nerve-racking this will make it a lot easier to take care of your payments every 14 days etc.
- We only collect ONE PENNY TODAY
- I understand you don’t have your card do you possibly have a picture of it? You know sometimes we take pictures of it lol
- No problem, Joe, if you don’t have it with you I can wait until you find it I really don’t mind waiting on the line, take your time!
- Do you possibly have a friend or family member who can let you put theirs on file for now it will only take one penny Joe.
- **FINAL RESORT;** please go to the client portal as soon as you have it in hand that way you can still qualify for the small increment payments every 14 days.

PAM key objections

KEY OBJECTION:

“Why should I come in for calibration?”

- “To stay compliant with your program, it’s important you come in for your calibration every 90 days. This keeps you in good standing with your probation officer and the court, and avoids any interruptions.”
- “Part of the agreement with probation and the court is regular calibration. Coming in every 90 days shows you’re meeting those requirements and keeps everything running smoothly for you.”
- “The court and your probation officer expect these calibrations. By showing up every 90 days, you’re checking that box and making sure you don’t run into any issues later on.”
- “We want this program to go as smoothly as possible for you. That’s why it’s important to make those 90-day calibrations—they keep you compliant and in good standing from start to finish.”

Mini Scripts - for 90-day calibrations

- “Great news! With our Portable Alcohol Monitor, you don’t have to come in as often anymore. Instead of monthly visits, you’ll only need to stop by once every 90 days. That means fewer trips, less hassle, and more time back in your schedule.”
- “One of the best parts about this program is convenience. You’ll only need to come in four times a year for calibration. That’s it. Less driving to us, and more time for yourself.”
- “We know your time is valuable. That’s why we’ve made calibration appointments less frequent. You’ll only need to visit every 90 days now—simple, quick, and convenient.”

- “Good news—you’ll only need to go in for calibration every 90 days now. That means fewer trips, less hassle, and way more convenience.”
- “If you’re not driving and were dreading finding a ride every month—this is a game-changer for you.”
- “It’s one of the most low-maintenance monitoring options out there. We’re making it easier for you to stay compliant without turning your schedule upside down.”
- “With fewer visits, you save time, gas, and headaches—this is built for your lifestyle.”
- “This upgrade was made with YOU in mind. Less stress, more flexibility.”
- “We know life is busy. That’s why this extended calibration window makes such a difference.”

Shorter Phrases for 90-day calibrations

- “Because our devices are reliable, you get fewer check-ins.”
- Great news—you’ll save time and hassle with extended calibration visits.”
- “Enjoy longer breaks between appointments.”
- “Convenience just got an upgrade.”
- “We’ve made it easier than ever to stay on track.”
- **Fewer Shop Visits** - No more monthly trips or needing a ride.
- **Perfect for Non-Drivers who are not allowed to drive and do not have an IID.** - If you can’t drive and were worried about getting to a shop—having fewer visits helps a lot!
- **Saves Time & Gas** - Fewer trips = less money spent on rides, gas, and time off work.
- **Great for People with Tight Schedules** - Ideal if you have work, childcare, or transportation limitations.
- **Easier to Stay Compliant** - Fewer chances to miss an appointment or fall behind on monitoring requirements.

KEY OBJECTION:

“7 days? That’s too long, I need this sooner.”

GOAL:

Get the client scheduled today we need to get the ball rollin’! so we can begin the shipping process — while guiding them to talk to their PO about a possible extension.

-“Probation officers are aware of the national demand and in many cases, they’re granting brief extensions — now, I can send you an email with details of your confirmed appointment, you cannot use it in court but you can at least show the appointment is booked and in motion. Once we schedule you, you’ll have something in hand to show your officer today.”

-“Totally understand — most clients are surprised at the 7-day lead time too, but due to limited inventory and high demand, it’s currently standard even with other competitors there’s a wait”.

-“What’s important is that we get your appointment secured today, because once that’s done, shipping begins and you’ll have something to show your PO right away. Probation officers are usually flexible once they see you’ve taken action.”

-“Once you’re on our schedule, the shipping details are in motion— I always recommend touching base with your probation officer to let them know it’s already booked. That way, if they need to give you a grace period, it’s clear you’re following all the right steps.”

-“The sooner we lock in your appointment, the sooner your device gets shipped — and we can’t even start that process without getting you on the schedule. These spots fill up fast, so let’s go ahead and secure your spot while we have it.”

Price Match Auto Pay Key Phrases

Securing Auto-Pay - price match or credits:

This guide provides phrases to secure debit card information and auto-pay enrollment when offering price matches or credits, helping maintain positive client relationships while following company policy.

Important reminder: Never lose a client because they cannot provide a debit or credit card. Client retention is our top priority.

- ☐ "We can definitely honor any reasonable offer for you! We just need to place you on our secure auto-pay system so everything runs smoothly and you don't miss a single payment after the credits run out etc."
- ☐ "That price is definitely doable - I do need to place you on hold for approval, now with auto pay in place, I can go ahead and apply that discount immediately following that approval."
- ☐ "We have a little flexibility on price matching when a client enrolls in auto pay. Let me check on this and I'll come right back to finish up. Nothing is finalized until we have complete info just hold for me, please."

Remember: Try at least three different approaches before considering alternatives. Your persistence often makes the difference between success and missed opportunities.

- ☐ "I'm happy to offer that deal today- auto pay is the only requirement, and I'll need approval but it helps keep everything on track as you continue this program with us after the credits run out."
- ☐ "To offer that price, we do require auto pay it's quick to set up and ensures there are no payment hiccups down the line. Let me place you on hold for the approval, Nothing is finalized until we have complete info, just hold for me, please."
- ☐ "Here's what I can do for you 4 and I've seen this done before. When we set up auto pay, most of the time we can price match any reasonable offer."

*What if the client does not want to provide auto pay, but **still wants the credits or price match?***

Last Resort Option- Guide clients to add their card directly through the client portal: "For your convenience and privacy, you can easily add your payment information through our secure client portal."

***Proceed with the price match or credit to maintain the client relationship, even without securing the auto-pay commitment. Building trust leads to better long-term outcomes, including potential *future auto-pay enrollment*.

Price Match Verbiage

Mini Script - Price Match Responses

✓ Important Agent Reminders:

- Always ask leadership/team chat before matching any price
 - Do not promise a match until approved.
 - Don't lead with pricing; lead with value, reliability, and compliance.
-

◆ When the Client Mentions a Competitor's Lower Price Early On

"Thanks for letting me know! We always want to make sure our clients get the best value. Let me check with my team to see if we're able to match that offer. Can you tell me which company gave you that price?"

◆ When the Client Says, "Can You Beat This Price?"

"I hear you, and we definitely want to stay competitive. We do offer price matches in certain cases I'll need to check with my team first. Do you have the details of that quote or the name of the company who gave it to you?"

◆ When the Client Presses for a Discount Before You've Built Value

"I'd be happy to look into that for you! First, let me walk you through exactly what's included with our service you'll see why so many clients choose us, even when we're not the cheapest upfront."

◆ If You're Unable to Match the Price

"I understand that pricing is important. While we may not be the lowest up front, many of our clients actually save more over time with fewer issues, better support, and no surprise fees. We focus on doing it right the first time so you don't have to come back for costly corrections."

Text Message Templates

Proper Texting Etiquette:

- Use Correct Grammar
- Reply in a Timely Manner
- Keep Communications Professional
- Keep Communications Short and to the point
- Limit the Number of Messages Sent
- Stick to Business Hours

Statistics show that more than 60% of people read their text within 5 minutes of receiving it. But how many get a response? Here's how to stand out in their inbox!

Sales Follow up:

- Hi Larry, we just went through two major holidays, Christmas and New Years Day installation dates will be limited. Are you available this week for a new installation? This is Joe from LifeSafer interlock.
- Hi Larry, this message is not urgent, but it is important. You called regarding pricing and info for Life safer interlock. We are happy to help simply reply to this text for details. - Joe @ LifeSafer Interlock
- Good new Larry! The interlock system you inquired about is now in stock. Stock levels may change please text me back to set up an installation appointment.
- Larry, we have some openings available this week please visit: <https://enrollment.lifesafer.com/intro> to set up an appointment in minutes. Text me when you are done, and I will personally call the shop to confirm the installation for you. - Thank you – Joe @ LifeSafer Interlock
- Is there something holding you back? How can I help? - Joe @LifeSafer Interlock
- Larry, we spoke earlier but you had to run, to get started what is the year make and model of your vehicle? We can go from there. - Joe @LifeSafer Interlock
- Is now a better time to talk? - Joe @LifeSafer Interlock

Missed appointment:

- Hi Larry, this message is not urgent, but it is important. We missed you yesterday at your installation appointment. We have openings on Monday and Tuesday. What day works best for you? - Joe @ LifeSafer Interlock
- We missed you on 02/04/2023 at Joe's Automotive. They have an opening on Friday at 1pm and 3pm which one should I reserve for you? - Joe @ LifeSafer interlock

- We missed you today! Now worries just hop onto your client portal and reschedule the installation there. It is very easy to do! Click here to access the [Client Portal](#) let me know if you have any questions. - Joe @ LifeaSafer Interlock.

Price objections/questions:

- Assuming we are not doing business today, Larry, what is holding you back?
- I know price is important to you, who else did you call just to make sure we are comparing apples to apples?
- Larry, you called us on Monday... did you get the chance to call around?
- Let me ask you a question, can I be the first person you reach out to next time you are looking for an interlock? I'm sure I can provide excellent service and products.
- **LAST RESORT:** Hi Larry, you reached out to us on Monday, we've made some changes to our offer. Hear me out, and if you don't like what I have to offer we can go our separate ways? Sound fair?

PRO TIP: Once you have been emailing/texting back and forth for an extended period with a client, use the template below:

- I have found that one quick phone call can eliminate the back-and-forth email/text. I am free around (Make an educated guess when they may be free) 2pm pacific time can I call you then?

2 Minute Questionnaire:

Thank you for your interest in LifeSafer Interlock! When you have an opportunity fill out this 2-minute questionnaire for me. I will personally call the shop and set up your Installation.

Name:

Address:

Date of Birth:

Driver's License Number:

County of conviction:

Year/make/model/color of car:

Who is the vehicle registered to?:

VIN#:

Plate number:

Attorney Name (if applicable):

Is morning or afternoon better for installation?

Thanks for providing all this info, I know you're probably busy! I will get to work and feel free to text me any time if you have any questions, Larry.

ESPAÑOL:

Forma adecuada para enviar mensajes de texto:

- Utilisa la gramática correcta
- Responder de manera oportuna
- Mantenga las comunicaciones profesionales
- Mantenga las comunicaciones breves y directas
- Limite la cantidad de mensajes enviados
- Responde a mensajes durante horas de negocio

Las estadísticas muestran que más del 60% de las personas leen su texto dentro de los 5 minutos posteriores a haberlo recibido. ¿Pero cuántos obtienen una respuesta? ¡Aquí le mostramos cómo destacarte!

Ventas:

- Hola Larry, acabamos de pasar por dos días festivos importantes Navidad y Año Nuevo por ejemplo. Las fechas de instalación serán limitadas. ¿Estás disponible esta semana para una nueva instalación? Este es Joe de LifeSafer interlock.
- Hola Larry, este mensaje no es urgente, pero sí es importante. Usted llamó para consultar precios e información sobre el alcolimetro. Le podemos ayudar simplemente responda a este texto para obtener más detalles. - Joe de LifeSafer interlock.
- ¡Buenas noticias Larry! El alcolimetro por el que usted preguntó ya está disponible. Pero esto pueden cambiar. Envíeme un mensaje de texto para programar una cita de instalación antes que se nos termine la disponibilidad. Gracias – Soi Joe de LifeSafer Interlock
- Hola Larry, ¿Hay algo que te detiene? ¿Cómo lo puedo ayudar? - Joe @LifeSafer Interlock
- Larry, hablamos antes pero tuviste que correr. Podemos comenzar con la informacion de su vehiculo? ¿cuál es el año, la marca y el modelo de tu vehículo? - Joe @LifeSafer Interlock
- Hola Larry, ¿Es ahora un mejor momento para hablar? - Joe de LifeSafer Interlock

Cita perdida:

- Hola Larry, este mensaje no es urgente, pero sí importante. Perdistes tu cita de instalacion ayer. Tenemos citas disponibles este Lunes y Martes. ¿Qué día funciona mejor para ti? - Joe @ LifeSafer Interlock
- Hola Larry, identifique que perdio su cita el 04/02/2023 en Joe's Automotive. En este momento ellos tienen horarios disponibles este Viernes a las 1:00pm y a las 3:00pm ¿Cuál le gustaria reservar? - Joe @ LifeSafer Interlock
- Hola Larry, parece que perdio su cita. No se preocupe, simplemente acceda al portal de su cliente y re programe la instalación allí. ¡Es muy fácil de hacer! Haga clic aquí [Client Portal](#) para acceder al Portal del Cliente y avíseme si tiene alguna pregunta. - Joe @ LifeSafer Interlock.

Objeciones/preguntas sobre el precio:

- Suponiendo que usted no se convierta en nuestro cliente el día de hoy, Larry, ¿qué es lo que lo detiene?
- Sé que el precio es importante para usted, ¿a quién más llamó solo para asegurarnos de que estamos comparando los equipos adecuadamente?
- Larry, nos llamo el Lunes... ¿tuvo la oportunidad de llamar a otras compañías? Que encuentro?

- Déjame hacerle una pregunta: ¿puedo ser la primera persona con la que te comuniques la próxima vez que busques un interlock? Estoy seguro de que puedo ofrecer un excelente servicio y productos.
- **ÚLTIMO RECURSO:** Hola Larry, te comunicaste con nosotros el Lunes, hicimos algunos cambios en nuestra oferta. Déjeme presentarle lo que ofrezco y si no le gusta lo que tengo para ofrecerte, podemos tomar caminos separados? ¿Suena justo?

PRO TIP: Una vez que hayas estado enviando correos electrónicos o mensajes de texto durante un período prolongado con un cliente, utiliza el siguiente mensaje:

- Descubrí que una llamada telefónica rápida puede eliminar el intercambio de mensajes de texto. Estoy libre (haga una suposición fundamentada sobre cuándo estarán libres) 2:00 p. m., hora del Pacífico, ¿puedo llamarlo dentro de este horario?

Cuestionario de 2 minutos:

¡Gracias por su interés en LifeSafer Interlock! Cuando tenga la oportunidad, completa este cuestionario de 2 minutos porfavor. Y yo personalmente llamare a la surcursal y ajendare su cita de instalación.

Nombre:

Dirección:

Fecha de nacimiento:

Número de carnet de conducir:

Condado donde recibí su infracción:

Año/marca/modelo/color de su auto:

A nombre de quién está registrado el vehículo?:

VIN#:

Número de placas:

Nombre del abogado (si corresponde):

¿Es mejor la mañana o la tarde para la instalación?

Gracias por proporcionar toda esta información Larry. ¡Sé que probablemente estés ocupado! Me pondré a trabajar y no dudes en enviarme un mensaje de texto en cualquier momento si tienes alguna pregunta, Larry.

Value Statements

Value/Credibility Statements:

- There is never a time that we aren't available. We offer 24/7 customer care each and every day. You can depend on us for resources, checklists and reminders to ensure you keep your freedom to drive.
- With over 30 years, under our belt we are experienced when it comes to simplifying this whole experience. Typically, there are complex laws, rules, and paperwork involved with the process, but our systems make it easy to get you the best solution.
- We provide accurate, timely, and reliable services to help you successfully complete your ignition interlock program.
- The great news is that if you are ever in a jam and have a question...we are open 24/7..they are actually friendly and want to help you!
- Our devices are compact, advanced and easy to use. Always remember we work daily to make sure you have the freedom to stay on the road independently.
- LifeSafer has successfully helped people like you get back on the road quickly and safely.
- We offer the most widely used interlock we've been doing it for over 30 years
- We have round-the-clock service, even overnight you can find a live representative to answer your call if needed.
- Our device delivers accurate results time and time again.
- Thousands of rolling retests are passed with ease every day across the nation. We have an easy-to-use device.
- We know that you want the best so that is what we give you. Our devices are compact, advanced and easy to use. Always remember we work daily to make sure you have the freedom to stay on the road independently.

- We have over 1600 locations, and we are growing! If you need to travel, you can even get serviced in most states.
- Easy to use you just blow out for 3 to 4 seconds to complete a breath test!
- Life safer is extremely competitive when it comes to price and the most transparent in the industry. Our team of experts regularly performs competitive analysis to maintain an edge in the pricing category.
- A certified technician will train you and install your unit, also have a client portal at your fingertips where you can make changes in real time, make payments etc. and we take care of all the reporting for you too!
- We offer the best-in-class Customer Support
- 5 minute online enrollment with No-Call Install
- The LifeSafer Ignition Interlock Device is the smallest and easiest to use device on the market
- Lowest failure rate we give you all the tools to prevent that experience. And get through the program fast!
- No difficult blow patterns and no large, clunky device to store.
- Our device features a slim, discreet design and easy to understand blow patterns to make sure you get back on the road fast. We are known for the quickest start up time!
- The accuracy of the L250 is unmatched to ensure that you get an accurate reading every time. Thousands of tests are passed easily everyday across the nation.

- All you have to do is gently blow into the device 3-4 seconds to complete, wait a few moments for your result, and start your car. We are known for the quickest start up time!
- You'll get honest and transparent pricing every time, hassle free. We won't hold anything back I promise. (Smile)
- Our technicians have over 40 hours of training and will provide you with hands-on training at the time of your installation.
- The smallest device on the market it fits in the palm of your hand! (L250)
- We have a convenient client portal that you can use right on your phone. Make changes in real time anytime!

- **QS AZ:**

Being a single-state brand provides more specific expertise in Arizona

IID law and requirements, and several of their service centers are open on Saturdays.

QuickStart also offers 'No Money Down' pricing so customers can install their IID with \$0 out-of-pocket.

- Here at Lifesafer, we acknowledge that inflation is affecting nearly everyone. Add an unexpected expense such as this, and it could really leave you struggling. With Lifesafer your pricing stays the same for the remainder of your lease term, unlike gas and groceries that is always going up! (*Laugh, Depends on how much rapport was built with the client)
- I'm very proud of the fact that we are pioneers with interlocking devices. We were the first to launch the first device back in 1991, As a consumer, that would give me a

lot of confidence in a company. We are committed to getting you back on the road as quickly as possible.

- I recognize that this is something that you don't want to be broadcasted to co-workers or have people in general know that you have this device in your car. I love the fact that our devices are inconspicuous. Our unit is the smallest in the industry, that would be something that would be the most important.
- We offer the smallest device on the market in your state. Very discrete! (L250)
- Instead of hearing it from me go online and check out our reviews to hear it straight from our clients. <https://www.trustpilot.com/review/lifesafer.com>
- Let's get you back to worry-free driving!
- We pioneered the industry back in 1991 and we are experts in this field, you're in great hands
- Our device is the easiest to use on the market and the best part is it's not easily visible from outside your vehicle. It's incredibly discreet.
- The great news is that if you ever in a jam and have a question...we are open 24/7..they are actually friendly and want to help you!
- If you need the documents immediately to meet your requirement we can get those to you the same day so you can walk into the DMV and get back to worry free driving. (Depending on state)
- The device is small, easy to use and has a one step process. Other companies have a 3-4 step process that may have you gasping for air even before you get your car started. (last statement w/ joke depends on how much rapport I built with the customer.
- We do all of the reporting for you to keep you compliant and to make sure you're getting the credit for having the interlock.

- We have the most discreet and easy-to-use device, so one, it's black to blend in, it's small, as well, so it's not going to be the first thing someone sees when they pass your car and 3, our device only needs one breath, unlike others on the market that require several blows.
- We are passionate about your success. Our devices and services are organized to ensure you good quality and we have experts who are always ready to stand by you to help you succeed. Our experts train you on our devices thoroughly and understand exactly what needs to happen for you to start your journey to your individual goal or success.
- "I understand that you are looking for the cheapest device, but that will also lead to a cheaper, lower quality product. These lower quality devices could end up costing you more in the long run due to unnecessary lockout fees, towing fees, etc. and possibly cause false readings that could get you in some big trouble with your monitoring authority. [BRAND] will set you up right with a device that will work when you need it to, letting you get where you need to go, when you need to get there!"
- I understand about the price and we're all on a budget here especially in these times...Let me ask you this, how important is price compared to quality of the device, the type of service you receive, state reporting, the way you blow into the device and the help you'll receive with any device issues? A cheaper device doesn't always mean quality. But I can guarantee you 'll receive the most affordable pricing there is today.