



The Art of the Car Deal: Comprehensive Sales Training and Professional Negotiating Strategies (Paperback)

By Gary L Swanson

Createspace Independent Publishing Platform, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.The Art Of The Car Deal is a modern, comprehensive sales training manual for the entire sales department. This training involves everyone from the newly hired salesperson through the new and used car managers, and to the dealer principal. This sales process encompasses everyone who may interact in any particular transaction with a customer to ascertain that we are all on the same song sheet. The Art Of The Car Deal is a professional training manual that is a must for new sales people; and is complete with management training at the expert level. Gone are the outdated and hated tactics that have so tarnished our reputation. Also gone are the dirty tricks and deceptive practices that so maligned our business! This training is at the highest level, and it begins when the salesperson makes their first contact with the customer. It covers every aspect of the selling procedure, from the varied selection of greeting methods, with a thorough examination and analysis of the best demonstration (test drive) procedures, and an in-depth explanation of the...



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