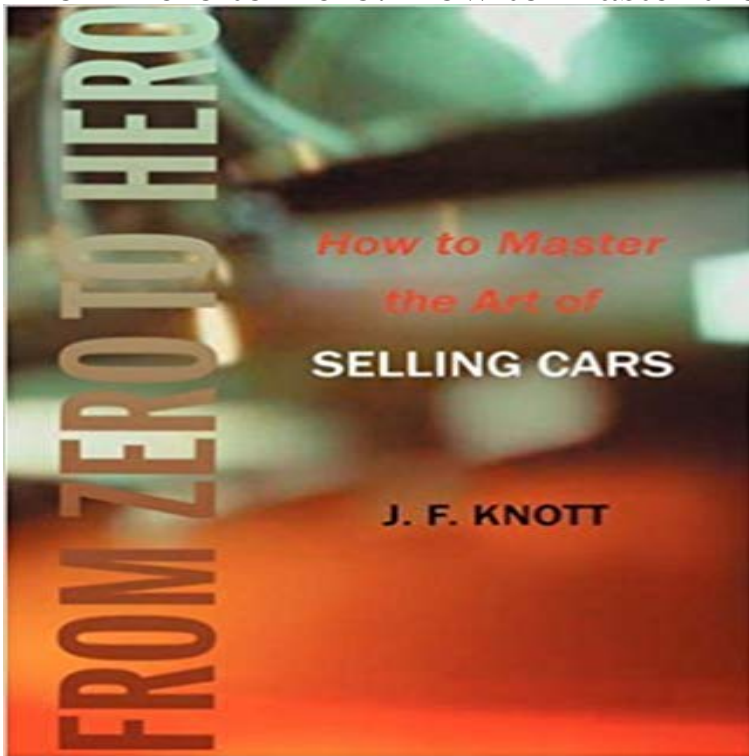


From Zero to Hero: How to Master the Art of Selling Cars



Have you ever asked yourself the question, How can I sell more cars and make more money? Whether you're considering a career in automobile sales, are new to the car business, or have been on the sales floor for decades, From Zero to Hero: How to Master the Art of Selling Cars will answer your questions. Author Jeffrey F. Knott draws on more than twenty years of experience in the automotive sales business, and shares his proven techniques for becoming a successful salesperson. From Zero to Hero will teach you the following skills: Understand the influences governing your customers' actions, and respond to them effectively. Recognize the difference between an avoidance and a true objection, and proceed correctly when confronted with each situation. Adjust your own attitude, level of enthusiasm, and actions at the negotiating table in order to achieve success. From Zero to Hero gives you the tools necessary to avoid living from paycheck to paycheck and to transform your job into a prosperous, stable career as an automotive sales professional. Jeffrey Knott has taken decades of experience, training, and knowledge and condensed them into a very well-written and easily read book. A must read for any salesperson wanting to succeed in the car business. It's about time somebody wrote a real book on this profession. Merle Simpson Next Level Marketing / Teambuilders, USA

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