



Car Sharks and Closers: A Master Closer's Secrets of Closing Car Deals

Gary Swanson

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Car Sharks and Closers is a complete automobile sales training manual with only one goal - To train salespeople, Sales Managers, and Finance Managers to close sales at maximum gross profit, with the highest customer satisfaction ratings! That's it - Closing sales! Period!

It's a shame to see a dealer invest a fortune on a magnificent facility, allocate enormous advertising budgets, and then struggle with outdated, unprofessional, and crude sales techniques! This book will rejuvenate and professionalize your sales team.

It begins with helping new people through their training, and puts them on a fast track to success! It virtually eliminates the high turnover by preparing them for the frustrations, and helps to overcome the "mind games," and misdirection from their peers, and the "wait and see if they make it" attitude from their trainers.

This manual contains "exact" closing scripts, along with the body language so critical to their success! It also explores the psychology of why these closes work so well. The secrets of making "multiple passes" to achieve the maximum profit, while maintaining guaranteed customer satisfaction are revealed in detail.

The author is a Master Closer with 30 years of perfecting these techniques with some of the largest dealerships and auto groups in the country. He has personally closed over 17,000 sales of cars, trucks and motorhomes. Having held every dealership position, from salesman to Sales Manager, Finance Manager, Closer, and owner of a multi-line dealership. He has perfected the art of closing car deals!

Consider Car Sharks and Closers as a complete course for achieving your "Master's Degree" in closing car deals!

Every dealership sales team must be using the same song sheet for maximum success. Even sharks hunt better when "schooled!" This book will absolutely raise your closing ratio and bottom line profit!

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