

CONTENTS

FOREWORD

| | |
|---------------------------------|------|
| A Note From The General Manager | VIII |
| Who Is This Book For? | X |
| My Goals In This Book | XIII |

CHAPTERS

| | |
|---|-----|
| 1. Why Are You In Sales? | 1 |
| 2. Your Potential Selling Cars | 21 |
| 3. Understanding Your Market | 31 |
| 4. The Buying Process & The Selling Process | 39 |
| 5. Selling To Today's Buyer – A Dozen Facts | 45 |
| 6. Know The Players & Their Closing Ratios | 65 |
| 7. Why You Don't Talk Price To Select A Vehicle | 75 |
| 8. Kitchen Table Budgets | 83 |
| 9. Your Secrets To Success...SHAC | 91 |
| 10. The Traps Most Salespeople Fall Into | 97 |
| 11. The Skills You Need In Sales | 105 |
| 12. Shortcuts To Skill Development | 119 |
| 13. Using Goals To Manage Your Career | 131 |
| 14. Tracking Your Opportunities, Activities & Results | 143 |
| 15. Organization Is Critical | 151 |
| 16. Your Big Choice | 159 |