



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

By 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see a dealer invest a fortune on a magnificent facility, allocate enormous advertising budgets, and then struggle with outdated, unprofessional, and crude sales techniques!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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Editorial Review

From the Author

Car Sharks and Closers begins with the person trying to decide if this is the right career choice. We will make decisions together, and I will show you how to select the best dealer for you, and regardless of whether or not there are any openings; I'll show you how to create one. I'll completely school you on how to dress, how to interview, and how to get hired!

I will then put you on a "fast track" to virtually eliminate the early frustrations and "mind games" that new hires encounter during their initial training period. This is where so many salespeople are lost due to misdirection from their peers, and a "wait and see if they make it" attitude from management.

The majority of this book is dedicated to closing car sales! Period! Consider "Car Sharks and Closers" as your final exam for a "Master's Degree" in sales closing.

Learn from a Master Closer with 30 years of perfecting these techniques with some of the largest dealerships and auto groups in the country. I have personally closed over 17,000 sales of cars, trucks and motorhomes. Having held every dealership position, from salesman to owner, I have perfected the art of closing car deals!

You will be taught "exact" scripts, accompanied by the body language necessary to make them smooth and professional, as well as the psychology behind their success! The secrets of making "multiple passes" to achieve the maximum profit, while maintaining guaranteed customer satisfaction are explored in detail.

I hate to see a dealer invest a fortune on a magnificent facility, allocate enormous advertising budgets, and then employ an outdated, unprofessional, and poorly trained sales team. Everyone needs to be using the same song sheet for a totally successful dealership. Even sharks hunt better in schools!

This book will absolutely raise your closing ratio and profit average! I'll thank you now, you *will* thank me later!

From the Back Cover

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About the Author

The author's background is extensive. He has sold door to door, been a loan officer in finance companies, a service rep for a bank group and supervised numerous loan portfolios, been an insurance agent, an employment counselor, a state highway technician; learning auto finance. He then turned around and hired and trained a teacher for a newly created finance manager training school. He traveled throughout the eastern and Midwest states assisting banks and automobile dealers in financing of cars and RVs. One factor in his success is that he has never been afraid to change jobs. His overall philosophy has always been to learn everything about where he was at and if it became boring, to move on. For example, after moving to the west coast, he secured a job with an Oregon insurance company and became department manager in a short time. Then an ad from Toyota Motor Company caught his eye and he interviewed for the position, and upon returning from vacation, he found out that out of 1,000 applicants, he had been chosen as the Toyota sales training manager for the northwest. Upon tendering his resignation, the insurance company raised the ante so high that he stayed with them. Six months later, he was wooed away by Volkswagen of America, and became merchandising manager for five states. Years later, just when he was in line for assistant vice president, he was enticed by an auto dealer to get into the retail sales end. His first position was general manager, which he freely admits was "over his head" at the time. Then by accident, he ran into a gentleman that had been in the audience during a presentation he made to a Seattle dealer group. This was the "game changer." The man offered him a job as a closer. When he replied that he had never even sold a car, the man said, "I'm not looking for a salesman, I want a closer and you have what I want!" What followed was six months of the most intensive training imaginable. He was taught every word and every gesture to use, along with the psychology that explained why it worked. He learned so much, that six months later he bought a "failing," multi-line dealership. The recession of the early 80's polished off that venture, but over the next 26 years he learned from the best and became a master closer; a position he enjoyed more than any other. He worked for many of the largest dealers in the United States; the true mega dealers. He has personally closed over 17,000 sales of cars, trucks and RVs.

Users Review

From reader reviews:

Bethany Eng:

You can spend your free time to study this book this reserve. This Car Sharks and Closers: A Master Closer's Secrets to Closing Car Deals is simple to bring you can read it in the playground, in the beach, train along with soon. If you did not include much space to bring the particular printed book, you can buy the actual e-book. It is make you much easier to read it. You can save the actual book in your smart phone. So there are a lot of benefits that you will get when one buys this book.

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Virginia Benoit:

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Fernando Minaya:

What is your hobby? Have you heard that question when you got college students? We believe that that issue was given by teacher to their students. Many kinds of hobby, Every individual has different hobby. So you know that little person similar to reading or as looking at become their hobby. You should know that reading is very important and also book as to be the point. Book is important thing to provide you knowledge, except your current teacher or lecturer. You find good news or update concerning something by book. A substantial number of sorts of books that can you take to be your object. One of them are these claims Car Sharks and Closers: A Master Closer's Secrets to Closing Car Deals.

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