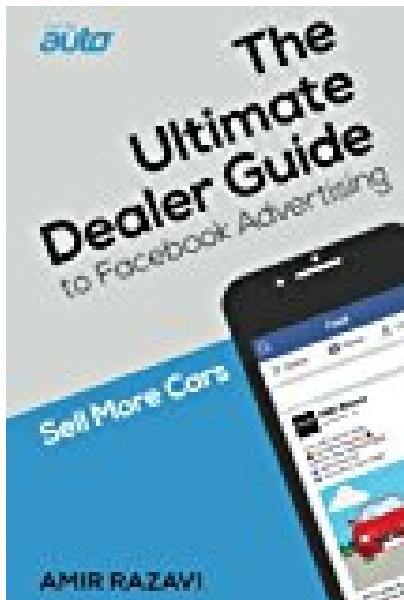


The Ultimate Dealer Guide To Facebook Advertising Sell More Cars



BOOK DETAILS

- Author : Amir Razavi
- Pages : 128 Pages
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BOOK SYNOPSIS

Become a tougher negotiator and put a winner in the drivers seat - you. This edition offers you even more information and techniques based on the Leons years of auto buying and selling experience. See how to be a shrewd horse trader - to get what youre after and spend less. Open this book and discover why salespeople have had the upper hand in negotiating; how to figure out what your trade-in is really worth; why it helps to bring a friend to toss a wrench into the salespersons works; how to look and act the part of the take-me-seriously buyer; the four parts of a purchase, and how to make them occur in the right order; how to spot manipulative tactics, and what tactics you can apply; how to play hardball when negotiating; reasons for getting a new car/reasons for getting a used car; how to buy through a dealers-only auction; how to evaluate a used car; how to get the best deal when selling your car; and when and how to tell it to the judge. Youll also find detailed car-buying checklists to help you stay on course in the heat of the haggling.

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