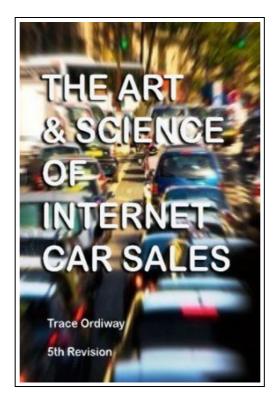
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## THE ART SCIENCE OF INTERNET CAR SALES UNDERSTANDING HOW TO COMMUNICATE AND SELL NEW USED CARS TRUCKS IN THE NEW ELECTRONIC MARKETPLACE



CreateSpace Independent Publishing Platform. Paperback. Book Condition: New. This item is printed on demand. Paperback. 112 pages. Dimensions: 8.8in. x 5.9in. x 0.5in.This book is a primer. It came about when a friend in the biz remarked that as rapidly as our industry changes there is real need for a practical, Internet car sales best practices playbook that can be updated and modified when needed and as needed. And so this book was born. As a working Internet car sales best practices consultant I am in dealerships every day witnessing and participating in our industrys rapid transition. So everything in this book is drawn from personal observation and experience. I promise you up-to-date real world stuff that works. And instead of just saying Do this and Do that this manual places considerable attention on also explaining the logic behind why we recommend what we do. The goal is that in this way you, too, can become a leader who influences this ever changing, rapidly expanding crazy business commonly called Internet Car Sales. This item ships from La Vergne, TN. Paperback.

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