



Automotive Sales Playbook: 40 Basic Plays of Automotive Sales Professionals

Tim Northburg

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Managers, hand this to your new salespeople on their first day. In this playbook, for beginning or relatively new Automotive Professionals, you will learn the basics of needs-based sales and lay the foundation for a great career selling vehicles. These basic plays are key elements to your success and longevity in the industry. If you are a veteran, you can use this book to “stay sharp” and refine your automotive sales skills.

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