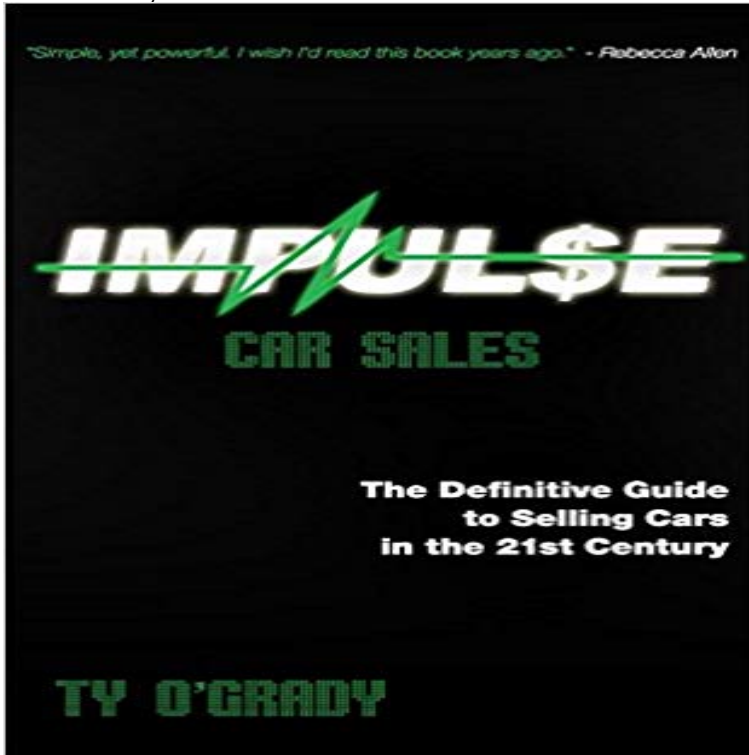


Impulse Car Sales: The Definitive Guide to Selling Cars in the 21st Century



The internet has changed how people buy everything - especially cars. Now everyone does their research first. People read reviews online before going to the movies, eating at a restaurant, or even getting a cup of coffee. While the customers have changed, most salespeople have failed to adapt. And that means salespeople are watching deals slip through their fingers. Customers come to the lot, test drive the cars they've researched, and then go online and find cheaper prices at another dealership. The problem isn't the salespeople. The problem is their methods. Most salespeople are still being trained in methods suited for the 1950s. Those methods are going to lose to the internet every time. That's where the Impulse Method comes in. The Impulse Method leverages the most powerful techniques in consumer psychology to reach customers at a deep, emotional level. You'll discover how to build your customer's sense of comfort and excitement as they get pumped to buy here and now. Get ahead of the curve and find out how the most successful salespeople are adapting to today's consumer behavior. Don't let your sales numbers keep slumping. Or, if you're new to car sales, don't waste your time learning methods that won't get results! You can create amazing success for yourself in car sales - if you're ready. This simple, yet powerful guide is your start-to-finish road map to mastering car sales in the 21st century.

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