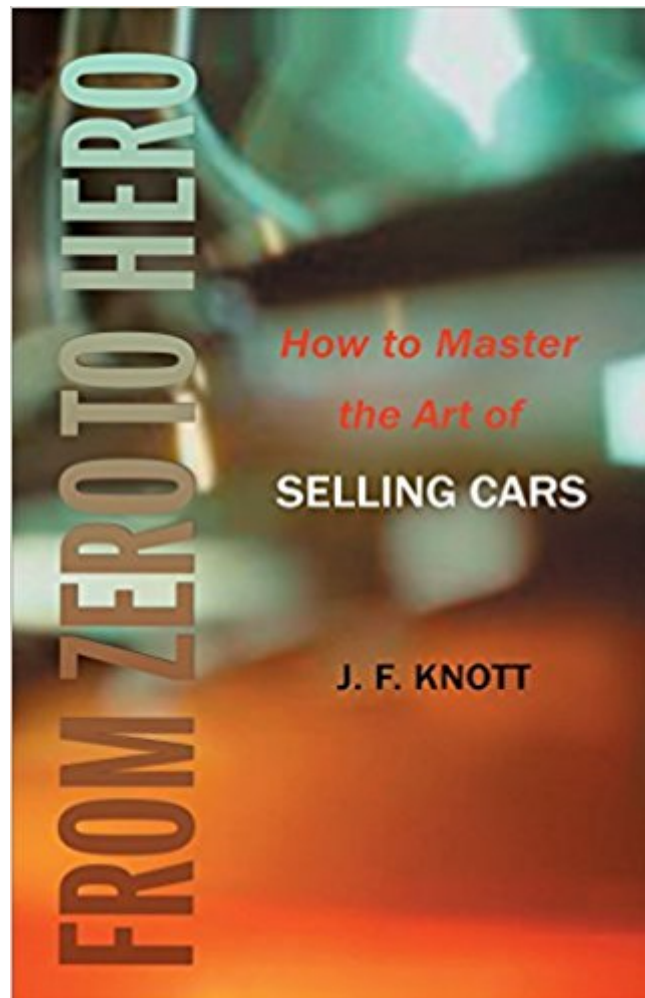




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# From Zero To Hero: How To Master The Art Of SELLING CARS



## Synopsis

A career in the automobile business isn't for the timid. You need an energetic and outgoing personality, a healthy work ethic, and the drive and commitment to build your client base. But there's more: you also need to know how to open yourself to opportunity. A sales veteran with a stellar record, Jeffrey F. Knott shows you how to do just that as you earn your way to top salesperson of the month. Drawing on more than twenty years of experience in car sales, Knott shares his proven techniques for becoming a highly successful salesperson. From developing a keen understanding of the influences governing your customers' actions to fine-tuning your own attitude, level of enthusiasm, and actions at the negotiating table, Knott offers invaluable tips to help you seal more deals, increase your job security, and avoid living from paycheck to paycheck. He breaks down every step of the selling process and delivers a seldom-seen inside look at the ins and outs of the car business. Don't miss your chance to transform your ordinary sales job into a prosperous, stable, fulfilling career. Whether you're new to the car business or have worked the floor for decades, you'll find all the motivation and guidance you need to earn bigger and better commissions in *From Zero to Hero*.

## Book Information

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## Customer Reviews

Jeffrey F. Knott began his career in Maryland as an automobile salesman. Throughout his career, he has worked with dealers and salespeople across the country to help them maximize their sales and profit potential. He lives in Florida where he maintains a Web site for automotive sales professionals, [www.ShowroomToday.com](http://www.ShowroomToday.com).

Honest. I read this book my second month in the business, and went from three sales in november to eleven and a half in december, 12 in january... The best advice I've gotten in the car business was to read this book. Even the car buyer can benefit from this book. If you want to know the truth about the car business, you would do well to pick up this great little tome. Well written, informative, and just plain-old huge. my income more than tripled as a result of the information in this book!

Great content, but Kindle version is really poorly edited. Despite that distraction, you'll wear out your highlighter with all of the great tips. I just started selling Motorcycles a few weeks ago and can definitely see that I've already been in some of these situations and could have handled them better if I had finished this book before starting this new career.

After reviewing several books on car sales, and having read more than a hundred sales books over the years, I chose this one as our "textbook" for used car salesmen. Yes, the book is focused on new car sales, but 90% still works for used cars. I used Moodle and actually made a course with quizzes, etc. from this book and the results are tangible.- Bill Castello===== More than a year later =====I upgraded from four stars to five. I've been using this book (bought several copies) for training and I've been very satisfied with the results.

Just started out selling cars and this book has given me the blueprint on what needs to be done everyday to give yourself the best shot at being successful

Excellent books on car sales. Gives ideas on how to keep positive in slow periods and how to keep from getting "down" on yourself. A MUST for any "green pea."

Great for newbies. I sold 15 cars in my first month and I would be lying if i said this book didn't help with that. Well worth it, especially if you are a brand new Car Salesman.

I am brand new to auto sales. I have all sorts of ideas about how I am going to make my new career a great success. It was nice to get new ideas or have ideas that I already have echoed and validated. Worthwhile read.

Great book thanks for great advice will be purchasing more from . Recommended for anyone in car

business th

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