



# From Zero to Hero: How to Master the Art of Selling Cars

*J Knott*

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## **From Zero to Hero: How to Master the Art of Selling Cars** J Knott

Have you ever asked yourself the question, “How can I sell more cars and make more money?” Whether you’re considering a career in automobile sales, are new to the car business, or have been on the sales floor for decades, *From Zero to Hero: How to Master the Art of Selling Cars* will answer your questions.

Author Jeffrey F. Knott draws on more than twenty years of experience in the automotive sales business, and shares his proven techniques for becoming a successful salesperson. *From Zero to Hero* will teach you the following skills:

- Understand the influences governing your customers’ actions, and respond to them effectively
- Recognize the difference between an “avoidance” and a true objection, and proceed correctly when confronted with each situation
- Adjust your own attitude, level of enthusiasm, and actions at the negotiating table in order to achieve success

*From Zero to Hero* gives you the tools necessary to avoid living “from paycheck to paycheck” and to transform your job into a prosperous, stable career as an automotive sales professional.

*Jeffrey Knott has taken decades of experience, training, and knowledge and condensed them into a very well-written and easily read book. A **must** read for any salesperson wanting to succeed in the car business. It's about time somebody wrote a real book on this profession.*

—Merle Simpson

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