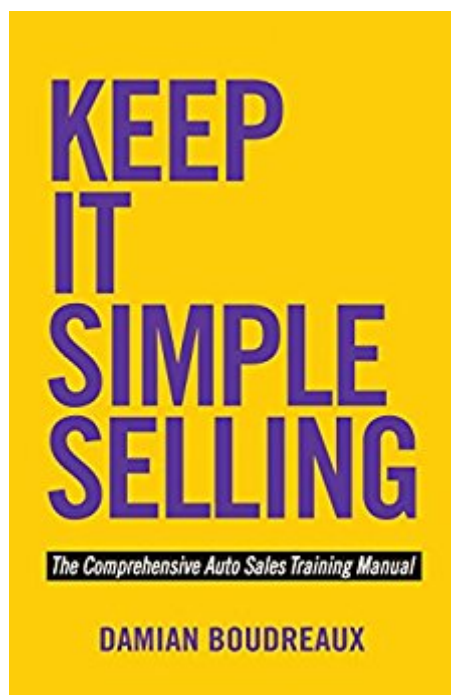


The book was found

Keep It Simple Selling: The Comprehensive Auto Sales Training Manual



Synopsis

"Keep It Simple Selling" is all about shortcuts! Let's make selling cars easier. . . Let's make selling trucks faster. . . And for heaven's sake, let's make it fun! Imagine for a moment how it would feel if you could sell cars just by being yourself and finding ways to serve others naturally and easily. How would your life be different if sales opportunities continuously dropped out of the sky and into your lap, with no stress or struggle? Would you like to sell 80 percent of the people you talk to every day? The automotive business is a gold mine. Not just for a few natural salespeople---for anyone. In this industry, anyone can advance as far as they want. There's no barrier to entry, and there's no glass ceiling. Your raise becomes effective when you do. Damian Boudreaux started out cleaning parts in his friend's transmission shop. From there, he tried and stumbled and tried again to sell more cars than the month before. It wasn't until he began to open his eyes and pay attention to the people around him that he understood what it really takes to succeed in the automotive business. The lessons he learned during his journey to becoming a consistently top-selling salesman are humbling and inspiring at the same time.

Book Information

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Customer Reviews

Keep It Simple Selling is a remarkable book. Mr. Boudreaux nailed it on all levels. 1st: It challenged me to look at myself and write down exactly how I see my best self. 2nd: The book is not about selling cars. It is about solving problems and creating possibilities. Mr. Boudreaux's simple teaching style chunks complex processes down into easy comprehension. 3rd: I believe it should be a mandatory book for all dealerships to read. The managers would manage more effectively, the staff would align themselves with who they are at their best, and customers would be happier because they would be getting what they want and deserve. I highly recommend reading Keep It Simple Selling. And remember to break the rules and write in the book. Thank you Damian Boudreaux for being your best and writing a GAME CHANGER!!

Read this book and expected the same ole stuff....it is not that at all. Damian is unique. He spells things out in ways that can motivate anyone in sales (not just automotive). Definitely a great addition to a professional bookshelf as well as a personal collection. Simple selling should be natural for most good/great salespeople, but after years of redundant training, we forget how to appeal to people on a human level. This book brings you back to good habits and can help anyone from the beginner to a seasoned (or soured) veteran.

Boudreaux is one of the best I've ever seen. If you get one thing out of this book, it is be yourself! Hi Cuz!, really explains it all.....you have to read the book to understand that quote.

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