



Automotive Sales 101: Fundamentals and Techniques of Automotive Retail Sales

By Tim Northburg



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"Automotive Sales 101" is a follow-up guidebook that builds upon techniques previously introduced in "Automotive Sales Playbook." This automotive sales book is a complete training guidebook that teaches intermediate fundamentals and techniques of Automotive Retail Sales. This book is aimed at those professionals who have some experience in the business or those veterans who want to learn additional needs based selling skills. So, increase your knowledge and increase your sales!

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Editorial Review

About the Author

Tim Northburg started his automotive career in 1996 selling cars where he learned highly valuable customer service and needs based selling skills. In 1998 he gained international experience while managing a Rover, MG, MINI Cooper dealership in Chester, England. Since 2000, he has moved into upper management where he currently trains, motivates and leads his highly successful team of sales professionals. He has three years experience running the Business Development Center where he learned valuable customer follow-up, incoming phone call, prospecting, and owner retention techniques and skills. He spent six years as a Used Car Manager /Desk Manager and is fully trained in Finance, Marketing and Public Relations. In 2010 he became a Sales Manager and E-Commerce Director at a highly successful Honda, GMC, Buick Dealership. Tim Northburg's commitment and dedication to the business, and the sales people he leads, is evident in this complete training guidebook. He shares the knowledge gained, throughout his career, because he wants others to succeed like he has.

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