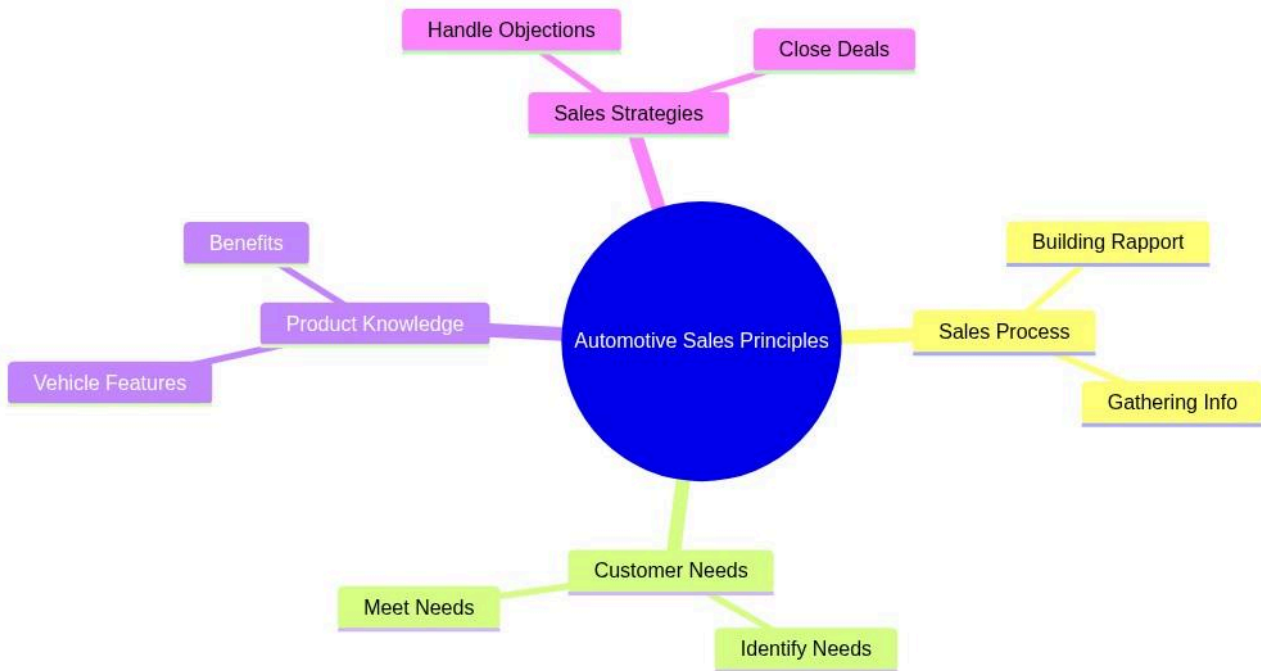


Professional Certificate in Automotive Sales (Advanced)

Automotive Sales Principles



mindmap

root((Automotive Sales Principles))

Sales Process

Building Rapport

Gathering Info

Customer Needs

Identify Needs

Meet Needs

Product Knowledge

Vehicle Features

Benefits

Sales Strategies

Handle Objections

Close Deals