

The Dealership's Strategy

Within the first fifteen minutes of your visit, the dealership develops a clearly defined strategy for selling you a car that gives them the opportunity to maximize their profits on your deal. It might look something like this:

Here are the first 2 of 10 strategic moves by a Dealerships.

- #1 **Build your trust.** Not only trust, but a level of unconditional trust between you and the salesperson to make you believe he is your ally and can help you get a great deal (see page 20)*
- #2 **Take your car away to check it over.** They look for personal items that could help them profile you, and to remove your opportunity for a speedy exit (see page 20)*