



The Art & Science Of Internet Car Sales: Understanding How To Communicate And Sell New & Used Cars & Trucks In The New Electronic Marketplace

Trace Ordiway

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This book is a primer. It came about when a friend in the biz remarked that as rapidly as our industry changes there is real need for a practical, Internet car sales best practices playbook that can be updated and modified when needed and as needed. And so this book was born. As a working Internet car sales best practices consultant I am in dealerships every day witnessing and participating in our industry's rapid transition. So everything in this book is drawn from personal observation and experience. This is up-to-date real world stuff that works. And instead of just saying "Do this" and "Do that" this manual also explains the logic behind why I recommend what I do.

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