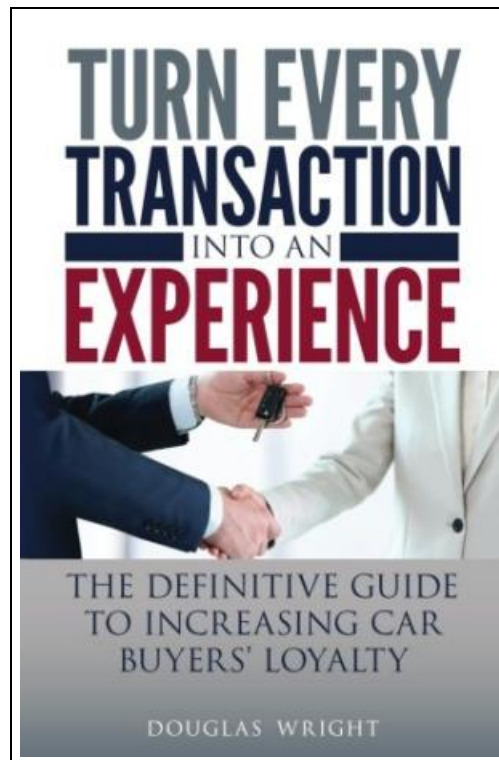


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Createspace Independent Publishing Platform, 2017. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. For most people, automobiles are the most expensive product they will purchase, apart from a home. With so much at stake, dealerships should be making every effort to build customer loyalty and repeat business, but the reality is most sabotage themselves. Manipulative sales practices and a tendency to take consumers for granted lead to customers with no incentive to be loyal to dealerships, resulting in increased costs, high sales-consultant turnover rates, and a decreased profit margin. The industry needs to change, and Douglas Wright has the solution. The founder of Wright Auto Pro, Wright has helped thousands of dealership associates build customer loyalty by changing how they think of the sales process. Through a combination of communication skills, value building techniques, and developing trust, Wright's approach transforms dealership transactions into valued customer experiences. Happy, loyal customers are more likely to return to a dealership in the future, so every sale presents an opportunity to lay the groundwork for future profits. Dealerships and sales consultants need to be customer centered. It's not an approach customers expect from an industry consistently ranked at the bottom of customer service, but it's one that benefits dealerships and consumers alike.

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