



## You Should Never Discuss...

**Money, Interest Rates or Trade Value on the YARD.**

**This handicaps you, your Sales Manager and F & I Managers/Business Managers when trying to structure and/or close a deal.**

**Any discussion of money before your initial proposal is presented, means negotiations have already begun.**

- If you talk money outside, it will cost you sales and gross profit inside.
- Premature questions from the customer about price or payments are usually reflex, curiosity questions and have little meaning.
- You must learn to bypass these questions without seeming evasive and keep the focus on building value.

**SELL ON YOUR FEET NEGOTIATE ON YOUR SEAT!!!!**