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Inside the Minds of Car Dealers: How to Buy Your Next Car Without Fear

Ray Lopez

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Inside the Minds of Car Dealers: How to Buy Your Next Car Without Fear Ray Lopez
Learn every last psychological ploy and manipulative scheme typical car dealerships use against you to squeeze every last dime out of your pocket and then some all while you re being sold a car you may not even want! Discover in detail the 12 crucial dos and don s to car buying, like why you will always lose if you shop one dealer against another and why you should never mention your research on the Internet, or why you should except that your trade-in is not worth what you think it is and why you should accept the fact that the dealership is a business entitled to make money. Some books on this subject reveal a few of the tricks in a car dealers trunk. This book gives them ALL to you! WHAT MAKES THIS BOOK UNIQUE? At first, Ray Lopez, a recently retired 30-year veteran car salesman, wanted to use a pen name on the cover of this book or say it was written by Anonymous for the obvious reason that he hoped to avoid retaliation from the auto industry. However, concern that the public would not take a nameless book seriously and therefore not heed his imperative, seasoned insider s car buying advice convinced him to stick his neck out and take credit for divulging the industry s biggest secrets. Collectively, car dealerships are Wile E Coyote, and Inside the Minds of Car Dealers is the anvil about to fall on them!

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