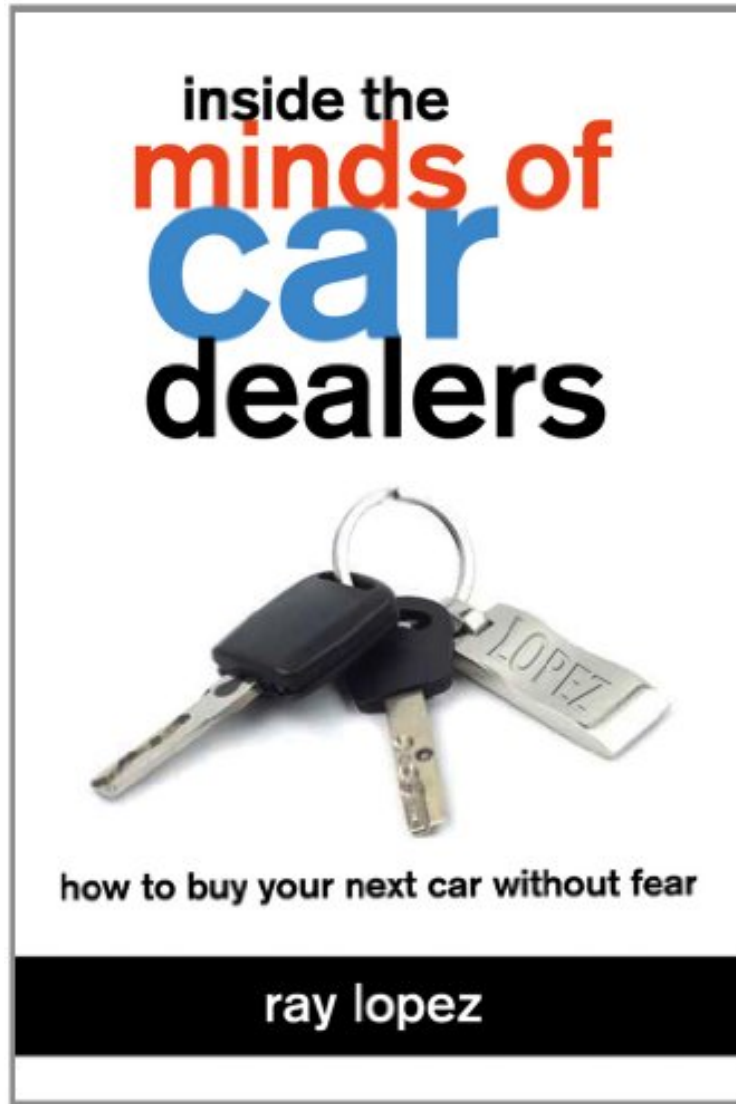


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Inside the Minds of Car Dealers: How to Buy Your Next Car Without Fear

Ray Lopez

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Ray Lopez : Inside the Minds of Car Dealers: How to Buy Your Next Car Without Fear before purchasing it in order to gage whether or not it would be worth my time, and all praised Inside the Minds of Car Dealers: How to Buy Your Next Car Without Fear:

2 of 2 people found the following review helpful. Always be prepared tp walk away if you can't get what you want. By maryInteresting read, if you have the luxury of time to shop for a car. Good points to follow when choosing whom you

wish to purchase a car from. I think being upfront and honest is probably the best approach to buying a car. Tell the sales guy what you want, what you're willing to negotiate and stick to your guns or be prepared to walk away. As simple as that. 5 of 5 people found the following review helpful. Somewhat Disappointing By Bill After reading the reviews on I expected more. The book is short, repetitive, and doesn't answer questions that come up while reading it. The basic truth is only deal with an honest car dealership.... Well, what if the situation is that the only dealer representing a certain make doesn't meet Mr. Lopez's standard? How does one make the best of a poor situation? Mr. Lopez gives advice like, "be honest even though the car salesman isn't". ... The subtitle of the book is "how to buy your next car without fear". I think my fear factor has gone up after reading this book. 0 of 0 people found the following review helpful. Very informative. By Sandy Beach I cannot believe all car sales people are as bad as the book states. However, when I purchase my next car, I will certainly be on the lookout.

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'ts 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 expect 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 dealer's 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!

From the Inside Flap: Don't buy a car before reading this book! Ever gone for a test drive and been told the salesperson must drive the car off the lot due to insurance liability reasons? Its B.S.! The truth is dealerships use this trick for one reason only: to whet your desire to drive the car. Ever been lured by a manufacturer's rebate or factory discount, which allows you to purchase a better car for a better price? Its B.S.! Manufacturers use anything to disguise the fact that certain models aren't selling well or at all. The higher the rebate, the slower it's selling. Ever been convinced to trade in your car when you're upside-down on it because doing so will solve your payment problem and put you in a new car? Its B.S.! You can't afford a new car if you have to trade it in to make the deal. You'll be paying much more than the new car is worth. In order to get you out from under your old car, dealers raise the cost of the new car by the amount you are upside down. Its illegal for a dealer to show negative equity on a contract! Before buying another car, let Ray Lopez, a former swift-talking, blood-sucking salesperson, give you a look under the hood of dealerships to show you every trick that will be used against you! About the Author While most boys wanted to be firemen or doctors when they grew up, Ray Lopez's love for cars had him dreaming of becoming a car salesman. His love for cars was so great that at 12, his dad caught him unscrewing parts in the interior of the family car. After being threatened with being grounded for a week if he didn't immediately replace everything **THAT MINUTE**, Lopez complied. Little did his dad know, he had already disassembled the entire instrument panel and gauges the day prior and put them back together. After graduation, Lopez's dream came true, and eventually he worked for all the big boys: Chrysler, Jeep, Plymouth, Nissan, Fiat, Saab, Cadillac, Chevrolet, Buick, Ford, Infinity, Porsche and Audi. On the average, he saw 240 potential buyers per month or 2,800 customers per year. In a five-year period, that comes to 14,000 customers. The average person buys a new car maybe once every five years. This means that as a pro salesperson, Lopez honed his craftiness 14,000 times by the time the average person showed up on the lot. He had 14,000 opportunities to polish the psychology of selling. He knew how to overcome objections and how to get the most money from everyone that walked in the door and he did, no matter what the cost, for the first 18 years of his career! Then, something as simple as cutting someone a fair deal, made him take a U-turn in life, and Lopez spent the latter part of his career working for reputable, honest dealerships that trained him to treat everyone as though they were his immediate family. Lying, exaggerating and cheating were grounds for dismissal. Now retired after 30 years of selling automobiles, Lopez has dedicated himself to educating the public on how to be informed, composed and wise car buyers. When he's not showing the world his trunk full of car-selling tricks, Lopez enjoys writing and participating in theater organizations. He currently lives in Burbank, California, with his two cats, Maypo and Stewie.