

KIRK HOUSE PUBLISHERS

ANNOUNCES

What You **NEED** to **SUCCEED**

Making Car Sales a Career Rather Than a Job

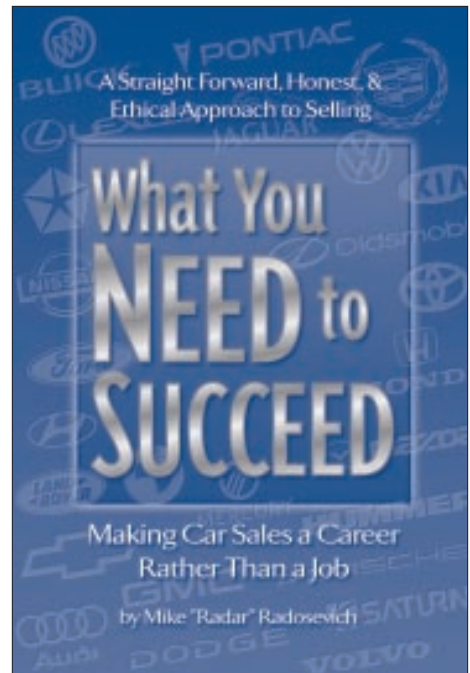
By **Mike “Radar” Radosevich**

M.A.D.A. Sales Trainer

This book is a “must have” book for any dealership and/or salesperson determined to excel.

If you want to be a better salesperson, this is the book for you. If you want to be more successful in your business, this book is also for you. Even if you want to be more successful in your personal life, this book is for you. Beyond the author’s explanation of the steps to making and closing a sale is the author’s conviction that a positive attitude is necessary to succeed. He writes, “I don’t think you thrive in any endeavor unless you’ve learned how to maintain a positive attitude. Your inner attitude is the glue that holds the sales process and your life together.” Each and every day you need to program yourself for success!

MIKE “RADAR” RADOSEVICH has over 23 years of experience as a salesperson, manager, and sales trainer in the automotive industry. From the beginning, he approached the car business as a career rather than just a job. By embracing this philosophy, he developed into a 20-plus-car-a-month salesperson with a personal Customer Satisfaction Index over 99. Currently, he is the owner of Sales Support Minnesota and Automotive Sales Training Specialists. He is proudly the endorsed sales trainer for the Minnesota Automobile Dealers Association and has trained salespeople for more than 175 dealerships in the upper midwest.



Available: Ingram; Baker & Taylor; Publisher

164 Pages Perfectbound ISBN: 1-886513-68-6 \$24.95

KIRK HOUSE
PUBLISHERS

PO Box 390759 • Mpls., MN 55439 • www.kirkhouse.com
Phone: 1-888-696-1828 • Fax: 952-825-2613 • E-mail: stephanie@kirkhouse.com