



THE INSIDER'S GUIDE TO BUYING A CAR LIKE A PRO.



DEATH OF A CAR SALESMAN

CONFIDENTIAL

BY MICHAEL ROBERTS AND DONALD BUFFAMANTI



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And
DONALD BUFFAMANTI

Brought to you by
AutoSpies.com

Published by
[VIEWING PLATFORM MEDIA](#)

AUTO SPIES



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Cover and book layout designed by Myles McGuiness
<http://www.9myles.com/>

Brought to you by
www.AutoSpies.com Books@AutoSpies.com

Published by Viewing Platform Media, a division of
[Tenboudai, Inc.](http://Tenboudai.Inc) Order@MonthlyCarPayment.com

FIRST EDITION
ISBN 0-9760972-0-6

CONTENTS

Foreword.

Introduction.

1. How the people at the dealer get paid.
2. How the dealer would like to sale to happen, and get you to say yes to everything they want.
3. How the sale happens for the buyer who saves the most money.
4. What stage of the purchase are you in?
5. Safety.
6. Used cars and trade-ins.
7. Financing.
8. Leasing.
9. Price, invoice, and incentives.
10. How to use the internet department of a dealership.
11. Finding your car.
12. Negotiating and closing the deal.
13. The finance office.
14. Advanced techniques.
15. [AutoSpies.com](#) 7 signs of a good dealer.
16. [AutoSpies.com](#) 7 signs that you should just walk out.
17. [AutoSpies.com](#) 2 kinds of buyers that usually can't be helped, but we will try anyway.
18. [AutoSpies.com](#) 10 biggest mistakes "smart" buyers make.
19. Payment Charts.

Special thanks to [Darren Dobbins](#), [Paula Ewin](#), [Joe](#), [Ev](#), [Mark](#),
Mom, [Dad](#) – world's greatest Dad and writing professor.
Michael

Special thanks to my wife Debbie and my three children
Charles David, Daniel, and Diana for their endless love and
support. Donald

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Foreword

[AutoSpies.com](#) was founded by [Donald Buffamanti](#), former SVP of MP3.com, and former technical advisor to the President of [Apple Computer Canada](#), and by Greg Flores, co-founder of [MP3.com](#). The two spy chiefs have built a network of thousands of industry employees, analysts, dealers and car fanatics who routinely leak information—spy photos, next generation product plans, unpublished rebates, and performance failures—to their news service. The [AutoSpies.com](#) mission was clear: to become THE insider's guide to the world's finest automobiles and luxury lifestyle. Since then, Donald has taken it from a vision to one of the largest and most respected car sites on the World Wide Web, getting visits from millions of readers per month. The [AutoSpies.com](#) phenomenon has been covered by automotive analysts and reporters at the [Wall Street Journal](#), [Fox News](#), [CNN](#), [USA Today](#), [Variety](#), and [DUB magazine](#). [AutoSpies.com](#) is one of the highest ranked auto information sites on [Google](#), [Yahoo](#), [MSN](#) and other major search engines. Donald also does a weekly television segment on [FOX6 News in San Diego](#). He wanted to offer the ultimate car buyer's training guide, which would have the edge and insight that [AutoSpies.com](#) is known for. Hence, this project was born.

[Michael Roberts](#) is a former auto sales and Internet auto sales professional. He also worked in Japan for several years in marketing and sales training, as well as the specialized role of teaching English to Japanese engineers and businessmen in the automotive manufacturing field. For some time, he had been working on a book to share some of the inside knowledge of the car business he had learned over the years. While selling cars, he was stunned day after day at how little even intelligent people really knew about what they were doing when buying or leasing a car.

While vacationing in [New York City](#) early one Saturday morning in 2005, Michael spotted the yet-to-be-released 2007 [S-Class](#), being driven through Manhattan, lightly camouflaged. Michael has been an [AutoSpies.com](#) fan since its inception. He immediately realized that no good pictures of this car had been published anywhere, but that there was great anticipation about how it was going to look. Camera handy, Michael shot the pictures and submitted them to AutoSpies.com, and they were published in [June 2005](#).

Through further conversations Michael and Donald realized that they were both working on a major project with the same goal in mind, and joined publishing with promotion forces. Death of a Car Salesman became a reality.

Introduction

It's a known fact when you go to [Las Vegas](#) the odds are stacked against the gambler and in the favor of the casino. Most experts estimate that the casino has a 60/40 advantage over the gambler. It may not be 50/50, but at least the average person has reasonable odds and has a fair chance at coming out ahead.

If you knew the odds going in were 80/20 in favor of the casino, would you feel comfortable walking in the door? We didn't think so.

But people walk into car dealer's everyday with similar odds and are totally unprepared to make the second largest purchase of their lives, next to their house.

And to make matters worse, the information they need to even the playing field and help them strike the best deal possible (bottom line interest rates, true costs, dealer rebates, etc.) is private data that ONLY the dealer knows and is NOT required to share it with you!

And even though most car salespeople are nice people, they have a job to do and are NOT there to help you get the best deal.

They are trained to sell, and trained to close deals. There are classes for salespeople on how to greet a customer. There is effective training on how to steer people away from what they want to buy to what the dealer wants to sell instead. There are even extensive seminars devoted exclusively to training salespeople on how to get customers to constantly be saying the word “yes” to trivial questions during the visit because it conditions the customer to automatically say “yes” to important questions during negotiation. Many people might have thought the salesman was just naturally talkative.

We are equally serious in our desire to train and prepare you, as the dealership is to train and prepare their staff. We have witnessed the things we talk about in this book. All of the stories here are real, but the names have been changed.

This book was created this book to level the playing field. We want you to have a real insider’s edge and also enjoy reading this at the same time. We want to show what is going on behind the scenes so that you, the buyer, can be more prepared, more confident, and less likely to make a mistake. When you are greeted at the dealership, now you can be aware that the salesman might have just left a meeting where the manager yelled, “Rip their heads off!” to start the day. That refers to you, the customer, but you

don't have to get your "head ripped off" after you read this book.

We are here to encourage you to become a more powerful and "in control" shopper. After all, the point it hammered into every salesman that he is supposed to be in control during the whole transaction in order to get you to pay more. AutoSpies.com has dedicated this book to you, the buyer. We also welcome and are grateful for our many patrons of this book who are in the car business. We are impressed by your counter-intelligence efforts.

We don't like the tricks and deception that goes on routinely, and it is unfortunate that the car retailing business is sometimes appalling. We do acknowledge that there are many good places to do business with honest employees, though. We have met many honorable and honest people in the car business, and many of our friends right now are dealer principles or other dealership employees. To be perfectly clear, we are not against profit. We are a for-profit enterprise as well, and this product is dedicated to you the buyer protecting your profits, earnings, salary and self-interest.

Even in the most honest of scenarios, you can still end up losing BIG, if you don't know WHAT to ask for. And we can tell you for a fact, you won't get a dime of an unpublished