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Master The Game: Become the King of Car Sales

Tareq Z. Saqqa

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Canadian Tareq Saqqa is a success story in a field where many are called but few are chosen: automobile sales. In his six-year career, Saqqa has closed thousands of successful deals throughout Edmonton, Alberta. Now he's sharing his secrets and strategies with other car salespeople in his first book, *Master the Game.*

From keeping a positive attitude to getting a hesitant customer to sign on the dotted line, Saqqa offers firsthand experience directly from the dealership sales floor. He's been at the top of the game, and has overcome the job's inevitable setbacks through a combination of positivity, hard work, and perfectionism.

There are many books out there that claim to offer advice to sales professionals, but *Master the Game* is industry specific. Delivered in an easy-to-follow format and written in Saqqa's entertaining and approachable voice, *Master the Game* gives practical, applicable advice to other auto sales professionals, with information specifically tailored to the unique and grueling environment of the dealership sales floor.

Master the Game is a must read for anyone thinking about venturing into the lucrative but complex world of auto sales.

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