

HOW TO USE THIS BOOK



Just Read It

Grab a cool glass of water or a hot cup of, ahem, Joe, and spend some time with this book. Flip through all the sections, read a few articles and then locate the answers to the "Top Fifteen" questions on the next page. It's guaranteed to help you with your next tough customer.



Don't Reinvent the Wheel

Researchers and writers spend months preparing and updating the information in this book — a veritable mountain of free information! So take advantage of it (it makes the writers really happy).



Keep It All Together

There are pockets on the inside of the front and back covers to hold your "Just the Facts" Pocket Competitive Guide as well as Isuzu accessory brochures. (I've noticed there's also room for personal items such as breath freshener, a small mirror and fan mail.)



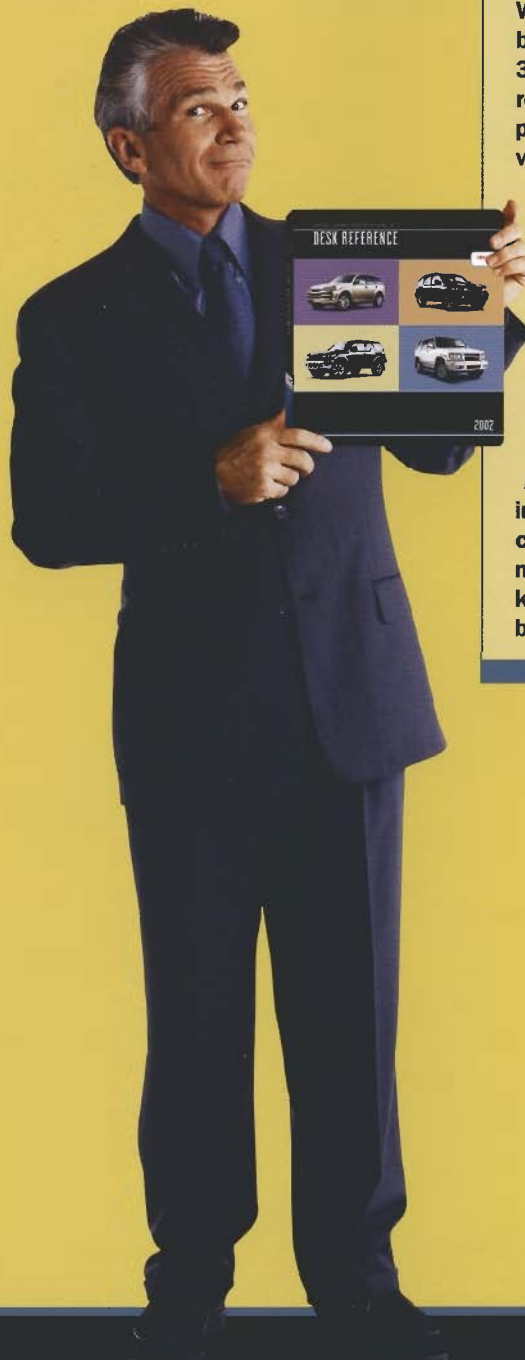
Spread the Word

We want to hear from you about the Desk Reference or any of the other materials we produce. Fill out the enclosed postage-paid reply card. Keep in touch!



WHAT'S IN IT FOR YOU?

Woody Allen said, "Eighty percent of success is just showing up." Well maybe that's true for *actors*, but for Isuzu salespeople, at least 30 percent of success is just reading this book. The other 70 percent is professionalism, perseverance, personality and getting a really good haircut. The *Isuzu Sales Professional's Desk Reference* is your personal resource for the latest Isuzu product information, selling tips and technical terms. Along with your sparkling personality — and of course, showing up — reading the *Isuzu Sales Professional's Desk Reference* will give you insight into building relationships with customers and answering their most difficult questions — you know, the ones that make or break the sale.



I know it's hard to believe that Isuzu even had a story before I arrived on the scene, but it's true. And quite a story it is. They've been doing everything from building world-class diesel trucks and engines, to winning the Alcan Winter Rally three times, to wowing the automotive industry with revolutionary, high-performance SUVs for most of this century.

Long before the other car companies became quick studies and churned out what they thought a sport utility vehicle should be, the folks at Isuzu were building and perfecting nothing but SUVs. Since 1984, when the Trooper was introduced in the U.S., Isuzu has been making SUVs for people who really use them for things like driving up mountain roads, towing boats, and hauling more stuff in the cargo area. Not to mention that their rugged good looks make for a head-turning entrance wherever I go.

When you're talking about a solid history of designing and engineering SUVs, no one else comes close to Isuzu's dedication and experience. Read on and discover Isuzu's past, present and their vision for the future in the SUV market. Personally, I think they should make a major motion picture about the Isuzu Story (and I have some pretty strong suggestions for the male lead, too).



During my former career as a top Isuzu sales professional, I realized that in order to be successful I needed to have excellent customer-handling skills. Naturally, I turned to my gift of gab, dazzling personality, and extraordinary ability to restructure the truth. None of these approaches, amazingly, are recommended in this Desk Reference guide. Imagine my surprise.

Upon reading the following pages, however, I learned a new and unique way to handle customers. The approach is daring in concept, using such radical techniques as understanding your audience, classifying customer needs, and managing customer resistance. There's even a section that talks about working with cybershoppers. Things have really changed since when I was selling Isuzus.

Which is exactly why every serious Isuzu sales professional should read the Isuzu Approach. Customer needs and expectations are constantly changing; in fact, the customers themselves are changing. Not only are they more educated than ever about buying or leasing a vehicle, new models like the 2002 Axiom are attracting a whole new *kind* of customer. That's where the Isuzu Approach comes in. The Isuzu folks have done tons of research and testing to discover as much as possible about how to handle customers and help you close the deal. And it's all right here in these pages.

So do what I did and read the Isuzu Approach to learn the most effective ways to handle your customers . . . and sell more Isuzus. It's done wonders for my people skills — I'm getting more fan mail now than ever before.

