



Innovator Changes the Way Vehicles Are Sold

Educated buyers demand more from dealerships. A new approach to selling for auto dealers changes old school, manipulative approaches of the past.

([PRWEB](#)) February 7, 2004 --Auto dealerships are rapidly changing their selling approaches to a more customer friendly approach known as "Contrarian Auto Concepts" developed by Mark Tewart of Tewart Enterprises Inc. from Lebanon, OH. These unique approaches focus on eliminating a customer's fear and feelings of manipulation that have historically occurred in auto dealerships. "With the explosion of information available to customers from the Internet, car buyers have become educated about prices and all options available to them. This is forcing auto dealerships to seek a more customer friendly, non-manipulative way of selling.

###



Contact Information

Mark Tewart

TEWARTENTERPRISES INC.

<http://www.tewart.com>

513 932-9526

Online Web 2.0 Version

You can read the online version of this press release [here](#).