



Meet Jonathan Dawson

Founder of SOLDout!

Jonathan is an automotive consultant, sales trainer, author, speaker and coach. For 14 years, he has been helping dealerships and sales teams improve sales, reduce turnover and implement effective marketing strategies.

His core teaching philosophy is known as Sellchology - Selling through Psychology. This approach focuses on understanding buying behavior and why some sales methods are more effective than others. Salespeople and managers who understand why a technique works become more educated, empowered and effective.

In addition to consulting with dealer clients, Jonathan frequently speaks at conferences, state association and 20 group meetings. He is a best-selling published author and a contributing writer for industry publications.