

As the UK's number one used car retailer, at Network Q we understand how overwhelming it can be sometimes making a purchase and asking advice from a sales person. In most instances it means taking in a lot of information in a short space of time and if you're not prepared, it can often end up feeling like information overload.

With this in mind we've teamed up with Dr David La Rooy, Senior Lecturer of Psychology at University of Kingston, to put together a step-by-step guide on how to avoid being bamboozled by too much information and how to walk away with the right purchase whether it be a new car or otherwise.

Step 1 - Preparation

Always do your homework and find out at least some basic information about the product you want to purchase before talking to a sales person. Talk to friends, browse in-store, go online, pick up leaflets etc. Arm yourself with the facts and you will feel more confident when making a purchase.

Step 2 - Jargon busting

Jargon tends to disorientate people and if you don't know your ESR (electric sunroof) from your FSH (full service history) you can start to feel lost. Familiarize yourself with any jargon associated with your purchase and use it in conversation with the sales person. It will make you appear more knowledgeable and they'll know you've done your homework.

Step 3 - Storing

Good preparation and research helps you store information more effectively so you can reference it later when you're in front of a sales person. The more information you take in, the better you will be at getting answers to your questions when you do speak to a sales person and don't be embarrassed to take along a pen and paper to write down the important points.

Step 4 - Retaining information

If you are shopping around, give yourself time to contemplate and digest the information you've been given from one sales person, before going and talking to another. Spending time going over and digesting what has been said will consolidate and strengthen your memory.

Step 5 - Selective memory

We are all selective when it comes to what we want to remember and tend to pick and choose what we think are the important things to remember from a sales pitch. So, if you really want a particular product, information informing you that it's not the best purchase may make little difference. Bear this in mind, give yourself sufficient time to ponder the facts after hearing the sales pitch away from the sales consultant - and try and stay objective!

Step 6 - Turning the tables

Try to take control of the flow of information. If it is coming too hard and fast, then slow the pace of the discussion down by saying, 'ok, we need to take it from the top, walk me through what you just said so I can make sure I understand you.' If you think that the jargon is oversimplifying something important, then say to the sales assistant, 'you said that it has the latest thingamajig, tell me more about that.'

At Network Q we've put our own steps in place to ensure that we always offer our customers peace of mind and a quality service when it comes to purchasing a used car.

From our famous 114 point check to our comprehensive 12 month unlimited mileage guarantee we believe that Network Q is the most thorough, most reliable used car programme ever developed.