



A recruitment and advancement program for Auto Sales and Management Professionals designed to staff your operation while building a strong bench of future talent.

## BEST TALENT + BEST TRAINING + BEST PRACTICES = BEST SELLERS

*From top level management to the sales floor GGA will deliver professional candidates with winning attitudes, a burning desire to succeed and the ambition to fit in well with your dealership's culture and philosophies.*



- ✓ GGA recruits and interviews candidates
- ✓ Dealer selects candidates to advance to workshop
- ✓ GGA hosts the 2 day *“Becoming a Best Seller”* workshop with selected candidates
- ✓ GGA delivers highest scoring candidates to Dealer's sales floor

### Becoming a Best Seller Training Course:

- Selling in Today's Digital Market
- The 5 Biggest Mistakes Sales Consultants Make and how to Avoid Them
- How to Make Great First Impressions
- Discovering Your Customers True Wants and Needs
- Selecting the Right Vehicle
- Delivering and Academy Award Presentation and Demonstration
- Shaping the Sale
- Win at the Discussion of Price
- Win at E-commerce
- Win at Prospecting and Follow-up





Developing others has significant benefits for your organization. GGA offers support in advancing the career of selected candidate's in-store or from the Recruitment Program.

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**During the Mentorship Program GGA will commit to the following:**

- provide ongoing support to your dealership with the short- and/or long-term development of selected candidates
  - *Short-term development focuses on the immediate job at hand*
  - *Long-term development prepares candidates for the future*
- assist in establishing and implementing a plan of action with the selected candidates
- provide ongoing support of the plan of action established for each of the selected candidates
- work with a current manager at the store and prepare him/her with the mechanisms required to effectively mentor, coach and deliver the feedback to support the candidates plan for development
- provide ongoing support with the assigned manager at the store and assist in broadening the candidate's strengths and opportunities for improvement

**Contact Info:**

[Info@GerryGould.com](mailto:Info@GerryGould.com)

[www.GerryGould.com](http://www.GerryGould.com)

[Ggould@GerryGould.com](mailto:Ggould@GerryGould.com)

**617-529-0233**