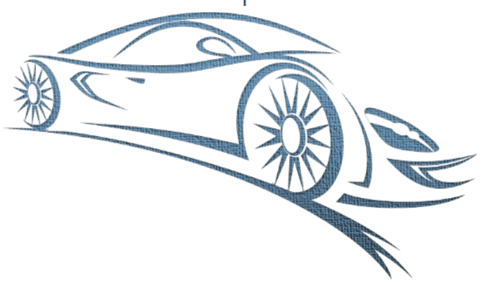
gga Gerry Gould & ASSOCIATES



The Resource that Advances Dealerships to Their Full Potential

Gerry Gould & ASSOCIATES
Automotive Income Development Professionals
WORKSHOP SERIES

Gerry Gould & ASSOCIATES
Automotive Income Development Professionals
PLAYBOOK SERIES

Gerry Gould & ASSOCIATES
Automotive Income Development Professionals
WEBINAR SERIES

Training – Staffing Development - Products

- ✓ *GGA drives performance by delivering the most up to date, principles, practices and products available to motivate and excel the overall performance of your variable operations sales and management teams!*

- ✓ *Our training and development commitment consist of one-on-one and group sessions that prepare your Sales, Sales Management, Financial Services and/or BDC Staffs for the competitive challenges of the automobile industry.*

- ✓ *We are committed to delivering top tier products and services that enable our clients to reach their full potential.*

www.GerryGould.com

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Gerry has over three decades of automotive sales, and management experience. He began his automotive career as a sales consultant at Fitzgerald Hicks Dodge in Salem, NH where his father was the general manager. Soon after, Gerry and his father opened Gould Auto Sales as an independent pre-owned dealership in Lawrence, MA which they later sold. After the sale, Gerry was hired at Ira Oldsmobile-Toyota in Danvers, MA as a sales consultant where he swiftly moved through the ranks of virtually all front-end management positions. In 1996 Gerry joined the team of David Lewis & Associates where he dedicated his knowledge and experience to training others. Following a successful tenure with David Lewis & Associates he relocated to Florida in 2002 where he held the position of Florida's Regional F&I Director for AutoNation the nation's largest automotive retailer until 2009 when he accepted the position of Director of Training for United Development Systems, a well-established general agent focused on F&I performance and development. Through the years Gerry has spoken at and held numerous workshops for groups and conferences related to automotive front-end operations. He has also crafted several Sales, Sales and F&I Management training programs and published numerous articles in industry journals.

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Automotive Income Development Professionals

Sales - Sales Management - Financial Services Training

"On-site development is a critical component in sustaining your dealership's momentum."

Our commitment consists of one-on-one and group sessions that prepare your Sales, Sales Management, Financial Services and/or BDC Staffs for the competitive challenges of the automobile industry. GGA drives performance by delivering the most up to date, principles and practices available to motivate and excel the overall performance of your variable operations sales and management teams!

- We create a customized training and consultation "plan of action" with S.M.A.R.T. Goals tailored to fit your dealership's specific objectives.

- Throughout our on-site development we work closely with your dealership's management team and together analyze any performance deficiencies to determine a course of action.

- All training initiatives are tailored to be in-line with your dealership's culture, philosophy and overall business goals.

Sales Associate Process & Performance	**Sales Management Process & Performance**	**Financial Services Process & Performance**
Internet Sales Skills Presentation & Demonstration Shaping the Sale Strategies Prospecting & Follow-up BDC and Ecommerce Skills Ethics & Compliance	Internet Strategies Deal Control Strategies Shaping the Sale Strategies BDC & Ecommerce Strategies Coaching & Leadership Skills Motivation & Accountability Ethics & Compliance	Embracing the Internet Customer Lender Relations Shaping the Sale Strategies BDC & Ecommerce Strategies Coaching & Leadership Skills Motivation & Accountability Ethics & Compliance

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Our Training and Coaching Viewpoint

- A Little + A Little + A Little = A LOT
- FS Managers #1 Priority is to Deliver the Car
- CIT Means Cash It Today
- The Whole Team <u>MUST</u> Protect the Dealers Assets
- Products Drive Profits – Rate is a Bonus
- All Managers Need to Look and Act the Part
- All Managers Must Be Product & Industry Experts
- All Managers Must Realize the Battle for the Customer Starts at Their Home
- FS Managers Need to Get to Customers Fast and Furious
- The Whole Team Needs to Give Every Customer the D I M T Y
- Rapport is Important but Credibility is Indispensable
- “Just Do Your Job.”

Financial Services Process Guidelines:

- Recognize resistance is preprogrammed in your customers mind
- Customers may express no need for FS products – Know they want them
- Initiate the FS process as soon as possible
- “Meet & Greet” the customer in their comfort zone
- Set realistic expectations
- Solidify the deal before making your Menu/Option Disclosure Presentation
- Verify and gather information before your presentation
- Tell the Features – Sell the Benefits of the FS products and services
- Present the menu/option disclosure in a direct, precise and upfront manner
- Avoid “speedbumps” along the way
- Do not place too much emphasis on a single product
- Always show dual payments and terms
- Find out what products are relevant to your customer
- Sell based on the customers criteria

4 Day Financial Services Certification Course Content

Financial Services Manager 101: Financial Services Manager 101 focuses on the typical duties, responsibilities and standard procedures required to maintain high levels of F&I efficiency.

Legal and Ethical Standards: Legal and Ethical Standards is a course, which overviews the laws and regulations that directly affect a dealership's variable operations. Attendees who participate in the course have a better understanding of the laws that impact their day-to-day activities and are more prepared to act in a legally compliant manner. At the end of the course, attendees must pass a certification exam.

Conversion Techniques: Capitalize on the opportunity by converting cash and OSL customers. Conversion Techniques focuses on essential F&I principles and practices required to succeed in today's "social media" environment. Special emphasis is placed on monitoring and maximizing the opportunities with each type of deal whether done on the internet, over the phone or on-site.

The FS Process: The FS Process focuses on three key areas that make for a streamlined FS menu/option disclosure presentation. Product knowledge, customer knowledge and better knowledge of the deal at hand. Financial Services Managers will learn how confidence and establishing credibility with customers can be the game changer. Special emphasis is placed on group exercises and interactive role-play.

The Menu/Option Disclosure Presentation: This section is designed to give the Financial Services Manager a streamlined approach to the option disclosure/menu presentation. An approach that delivers a more efficient presentation intended to improve customer adherence thereby increasing customer satisfaction, product sales and profits. Special emphasis is placed on group exercises and interactive role-play.

Asking for the Business**:** Addressing Customer Concerns emphasizes the "how" to get customers engaged after the menu/option disclosure presentation. This workshop presents a non-confrontational process that gets more customers saying, "yes I'll take it". Special emphasis is placed on group exercises and interactive role-play.

A Lesson on Leasing: A Lesson on Leasing is designed to expand Financial Services Managers knowledge of automotive leasing and enlighten them to the profit potential often overlooked on lease transactions.

Dealership Financing Fundamentals: This Workshop is designed to give the Financial Services Manager a better understanding of how credit works and provide them with the skills to improve lender relations that result in better callbacks and approvals.

3 Day Financial Workshop Content

This 3 Day Workshop focuses on getting the most out of what you already have:

There is more to achieving BIG numbers than just trying to fix things that aren't working. The key to maximizing proficiency is to focus on and amplify the things that do work. Getting the most out of your ability and fulfilling your full potential is what it takes to achieve BEST SELLER results. During the 3 days attendees will discover how to take their talents and skills to supreme levels, get the most out of their potential and become consistent Over-Achievers.

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Sales Manager Course Content

Sales Manager 101: Sales Manager 101 focuses on the duties, responsibilities and procedures required to maintain high levels of sales efficiency. Special emphasis is placed on developing effective management skills and acquiring strategies for motivating and leading a sales team.

Legal and Ethical Standards: Legal and Ethical Standards is a course which overviews the laws and regulations that directly affect a dealership's variable operations. Attendees who participate in the course have a better understanding of the laws that impact their day-to-day activities and are more prepared to act in a legally compliant manner. At the end of the course, attendees must pass a certification exam.

Capitalize on the Opportunity: Capitalize on the Opportunity focuses on essential sales management principles and practices required to succeed in today's "social media" environment. Special emphasis is placed on monitoring and maximizing the opportunities with each type of deal whether done on the internet, over the phone or on-site.

Managing the Deal: Managing the Deal focuses on reducing the number of "pencils" and simplifying the "discussion of price" process. Special emphasis is placed on full and total disclosure by presenting purchase options in a clear and concise manner. This workshop establishes set procedures that ensure deals are worked in a consistent manner which will strengthen overall performance and profitability. During the workshop there are group exercises and interactive role-play.

***Addressing Customers Concerns*:** Addressing Customer Concerns focuses on common objections that come up during the sales cycle as well as the discussion of price. Sales managers will learn a rational means to handle these objections allowing for the transaction to stay on course. Special emphasis is placed on group exercises and interactive role-play.

A Lesson on Leasing: A Lesson on Leasing reviews leasing terminology and leasing's various benefits to both the customer and dealership. Sales managers will have better knowledge of automotive leasing and the confidence needed to present leasing to customers.

Effective Coaching Tips: Effective Coaching Tips reviews the attributes of effective leaders. Special emphasis is placed on leadership techniques and hand on practices required for developing people's skills and abilities needed to boost performance.

Sales Consultant Course Content

Auto Sales 101: Auto Sales 101 focuses on the typical duties, responsibilities and standard procedures required to maintain high levels of sales efficiency.

Legal and Ethical Standards: Legal and Ethical Standards is a course, which overviews the laws and regulations that directly effect a sales consultant's activities. Attendees who participate in the course have a better understanding of the laws that impact their day-to-day activities and are more prepared to act in a legally compliant manner. At the end of the course, attendees must pass a certification exam.

Capitalize on the Opportunity: Capitalize on the Opportunity focuses on essential sales principles and practices required to succeed in today's "social media" environment. Special emphasis is placed on improving sales consultant's Internet and social media selling skills. Special emphasis is placed on group exercises and interactive role-play.

Presentation Prep: Presentation Prep focuses on the development of specific stages of the sale from the meet and great to the demo drive. Sales consultants will learn effective questioning techniques along with dialog that keeps customers engaged and moving in the right direction. Special emphasis is placed on group exercises and interactive role-play.

The Discussion of Price: The Discussion of Price is designed to give sales consultants a competent approach to the presentation of numbers and discussion of the price. The intent is to improve customer adherence thereby increasing customer satisfaction, sales and profits. Special emphasis is placed on group exercises and interactive roleplay.

Addressing Customers Concerns: Addressing Customer Concerns focuses on common objections that come up during the sales cycle as well as the discussion of price. Sales consultants will learn a rational means to handle these objections allowing for them to stay on course. Special emphasis is placed on group exercises and interactive role-play.

Phone Inquiries: Phone Inquiries focuses on specific techniques aimed at improving telephone skills. Sales consultants will become more adept at securing an appointment and moving customers through the sale over the phone.

A Lesson on Leasing: A Lesson on Leasing reviews leasing terminology and leasing's various benefits to both the customer and dealership. Sales consultants will have better knowledge of automotive leasing and the confidence needed to present leasing to customers.

Webinars are 20 – 30 minutes in length and focus on specific product, process or procedures for the:

FS = Financial Services
SM= Sales Management
SC= Sales Consultant

Webinar Series Subject Matter	FS	SM	SC
• *Selling in Today's Digital Market*	X	X	
• *The 5 Biggest Mistakes Sales Consultants Make and how to Avoid Them*		X	
• *How to Make a Great First Impression*	X	X	
• *How to Discover Your Customers True Wants and Needs*		X	
• *Ethics & Compliance Essentials*	X	X	X
• *Keys to Leasing*	X	X	X
• *Conversion Techniques*	X	X	X
• *Setting the Stage*	X	X	X
• *Leadership Essentials*	X	X	
• *How to Win at E-commerce*	X	X	
• *Coaching for Performance*	X	X	
• *How to Deliver and Academy Award Presentation and Demonstration*	X		X
• *How to Win at Prospecting and Follow-up*	X	X	X
• *Shaping the Sale*	X	X	X
• *Lender Relations*	X		
• *Initiation of the Financial Service Process*	X	X	X
• *How to Win at the Discussion of Price*	X	X	X
• *How to Hold the Team Accountable*	X	X	
• *Mastering the Menu/Option Disclosure Presentation*	X		
• *Mastering the Phone*	X	X	X
• *Getting the Business*	X	X	X
• *Desking for Dollars*	X	X	
• *Creating an Advantage*	X	X	X
• *Financial Services Product Specific*	X		
• *And much more…*	X	X	X