



“Your business is only as good as the human capital you deploy.”

Sales - Sales Management - BDC - 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.

Training & Coaching Curriculum

To ensure your team is playing from the same playbook we provide custom-made “Playbooks” tailored to the following topics:

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