



**Gerry Gould** & ASSOCIATES

Automotive Variable Operations Training

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## **On-site Development**

**“On-site development is a critical component in sustaining a dealership’s momentum.”**

Whether performing one-on-one, group training or coaching sessions GGA prepares your dealership's sales, sales management, financial services and/or BDC staff for the competitive challenges of the automobile industry. GGA drives performance by delivering the most up to date real-world tools and skills available for training and coaching your staff to understand today's customers and create a world class buying experience.

- 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 philosophy and overall business goals.

GGA knows that Informed and effective sales associates, BDC associates, sales managers and financial services managers are the most important asset in a dealership’s success. To ensure the team is playing from the same playbook we provide custom-made “Playbooks” tailored to the following topics: *(From the Fundamentals to Advanced)*

- **Dealership Legal and Ethical Standards**
- **Process & Procedure Management Skills**
- **Automotive Sales & Leasing Skills**
- **Prospecting and Follow-up**
- **Phone & Social Media**
- **E Commerce & BDC Skills**
- **Showroom Traffic Management**
- **Sales Manager Developing an Offer**
- **Sales Manager Desking Skills**
- **Sales & Financial Services Management Leadership Skills**
- **Coaching for Performance Skills**
- **Financial Services Manager Selling Skills**
- **Financial Services Menu/Option Disclosure Skills**
- **Product Knowledge**
- **Understanding Credit**
- **Lender Relations**
- **And much more...**