



Gerry Gould, Pres.



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Gerry Gould is the president of Gerry Gould & Associates, L.L.C. an automotive variable operations training company devoted to providing general agents a source for their training needs. 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 in Lawrence, MA, which they later sold. After the sale Gerry was hired as a sales consultant at Ira Oldsmobile-Toyota in Danvers, MA. 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 Regional F&I Director for AutoNation. In 2009 Gerry accepted the position of Director of Training for United Development Systems a well-established general agent focused on performance development. Gerry has contributed his industry knowledge through speaking and presenting effective front-end sales and management process and techniques for numerous automotive groups and industry conferences. He has also published many industry articles and produced several Sales, Sales and F&I Management training videos and workshops.

Variable Operations Coaching and Training Applications

Devoted to Support General Agents and Product Administrators

Gerry Gould & Associates knows that providing your clients with compliant profit producing solutions keeps you in the forefront. All workshops, One on Ones and In-Dealership Consultations deliver the most relevant, up to date, principles and practices necessary to manage, motivate and excel the overall performance of your client’s variable operations sales and management teams. From the “green pea” to “old school car dog” our training and coaching solutions produce results!

Customized – Private Labeled Training

Two to Five Day Visits

Half to Full Day Instructor Led Workshops

In-Dealership One on Ones

In -Dealership Consultation

F&I – Sales – Sales Management Coaching and Training: From the fundamentals of sales, sales and F&I management through legal compliance to advanced selling and administrative skills GGA has the solution.

“Training is a journey. Not a destination.”

Sales Consultant Training

- Auto Sales 101
- Legal & Ethical Standards
- Capitalize on the Opportunity
- Presentation Prep
- The Discussion of Price
- Addressing Customers Concerns
- Phone Inquiries
- A Lesson on Leasing

Sales Management Training

- Sales Manager 101
- Legal & Ethical Standards
- Capitalize on the Opportunity
- Managing the Deal
- Addressing Customers Concerns
- A Lesson on Leasing
- Effective Coaching Tips

F&I Training

- Business Manger 101
- Legal & Ethical Standards
- Capitalize on the Opportunity
- Presentation Prep
- Start Selling by Just Telling
- Addressing Customers Concerns
- A Lesson on Leasing
- Dealership Financing Fundamentals