



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

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.

**Training & Coaching Curriculum**

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

<b>Sales Associate Process &amp; Performance</b>	<b>Sales Management Process &amp; Performance</b>	<b>Financial Services Process &amp; Performance</b>
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

*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!*