

IS NOW LIVE!!

From Online, Onsite, One on One to Group Session

WE HAVE IT COVERED



In addition to our onsite training and coaching we now have a complete virtual training platform for the Automotive Sales Associate, Sales Manager and Financial Services Managers featuring **LIVE** webinars, **LIVE** remote workshops, and **LIVE** customized solutions to fit your current need. Training and coaching workshops that drive performance by delivering relevant up to date, principles, practices, and procedures that better prepare the Sales, Sales Management and Financial Services Staffs for the competitive challenges of the automobile industry.

- Interactive webinars, virtual training and coaching workshops facilitated by Gerry Gould
- Prescheduled or *On Demand” live interactive webinars each month for Sales Associates, Sales Managers and Financial Services Managers. Duration 30 – 45 minutes each session.
- Prescheduled or *On Demand Virtual Training Workshops for Sales Associates, Sales Managers and Financial Services Managers. Duration: 4 days a week for up to 90-minutes each day
- Virtual Training Workshop Course “Action Guides” to be supplied online in PDF format
- **Customized Private Solutions*” available tailored to fit your current training or coaching needs

*Contact Gerry Gould to learn about our “On Demand” and “*Customized Private Solutions*”

Gerry Gould
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Direct Phone: 617-529-0233

For a description of the current webinar content and comprehensive virtual training workshops visit:

www.ggatraining.com or www.gerrygould.com



They are fun, fast, and furious not to mention very informative and engaging. Each webinar is live and permits all attendees to take part in the discussion. Attendees will be engaged through a PowerPoint presented by Gerry Gould.

WEBINAR SERIES CONTENT	Sales Assoc.	Sales Mgr.	FS Mgr.
<i>Addressing Customers Concerns</i>	X	X	X
<i>Assist in Selecting the Right Vehicle</i>	X	X	
<i>Coaching for Performance</i>		X	X
<i>Conversion Techniques</i>	X	X	X
<i>Delivering and Academy Award Presentation and Demonstration</i>	X		
<i>Discovering Your Customers True Wants and Needs</i>	X	X	
<i>Financial Services Product Specific Sessions</i>			X
<i>Fundamentals of Maximizing FS Product Sales</i>			X
<i>Hiring and Onboarding</i>		X	X
<i>Holding the Team Accountable</i>		X	X
<i>How to Win at E-commerce</i>	X	X	X
<i>How to Win at Prospecting and Follow-up</i>	X	X	X
<i>How to Win at the Discussion of Price</i>	X	X	X
<i>Initiation of the Financial Service Process</i>	X	X	X
<i>Keys to Leasing</i>	X	X	X
<i>Leadership Essentials</i>		X	X
<i>Lender Relations</i>			X
<i>Mastering the Menu/Option Disclosure Presentation</i>			X
<i>Meeting Planner</i>		X	X
<i>Performance Improvement Process</i>	X	X	X
<i>Presenting Purchase Options</i>	X	X	X
<i>Sales and Financial Services Manager Success Profile</i>		X	X
<i>Sales Associate Success Profile</i>	X	X	X
<i>Selling in Today's Digital Market</i>	X	X	X
<i>Selling in Today's Digital Market</i>	X	X	X
<i>Setting the Stage</i>	X	X	X
<i>Shaping the Sale</i>	X	X	X
<i>Social Media Marketing Tips</i>	X	X	X
<i>The Fundamentals of "Desking" Deals</i>		X	X
<i>The Importance of Making a Great First Impression</i>	X	X	X



Workshops that provide Sales Associates, Sale and Financial Services Managers with the essential ingredients necessary to understand the buying patterns of today's "social media" - "digital market" driven customers. Throughout each workshop attendees will experience real world up to date, principles and practices geared towards elevating their overall performance.

LIVE INTERACTIVE WORKSHOPS!

FINANCIAL SERVICES MANAGER 2020

- Discover how to take your talents and skills to supreme levels, get the most out of your potential and become a consistent Over-Achiever!

SALES MANAGER 2020

- See how creating a superior buying experience is the game changer!

AUTO SALES 2020

- Uncover the Best Seller in you!



FINANCIAL SERVICES MANAGER 2020

There is more to achieving BIG numbers than just trying to fix things that are not working. The key to maximizing proficiency is to focus on and amplify the things that do work. Getting the most out of our ability and fulfilling our full potential is what it takes to achieve OVER-THE-TOP results. Throughout this workshop Financial Services Managers will discover how to take their talents and skills to supreme levels, get the most out of their potential and become consistent Over-Achievers.

All workshops are led by Gerry Gould. Workshops run 4 consecutive days, 90-minutes each day. All registered participants are supplied “Action Guides” to help sustain the knowledge and develop a plan of action.

Workshop Content:

Session 1) *Connecting to Today’s Digital Market:* focuses on fundamental principles and practices the Financial Services Manager must follow to succeed in today’s “social media” and “digital market” environment. Special emphasis is placed on early engagement during a customer’s buying process. (Time 90 minutes)

Session 2) *Streamlining the Menu/Option Disclosure Presentation:* is designed to give the Financial Services Manager a presentation style that delivers better customer adherence thereby increasing customer satisfaction, product sales and profits. (Time 90 minutes)

Session 3) *Maximizing FS Product Sales:* centers on how to keep customers engaged after the menu/option disclose presentation and take part in the dialog associated with the sale of financial services products. Financial Services Managers will learn how confidence and establishing credibility with customers can be the game changer. (Time 90 minutes)

Session 4) *Addressing Customer Concerns:* is 2 parts. Part 1 details a non-confrontational approach for when customers say “no” an approach that gets more customers saying, “yes I’ll take it”. Part 2 reviews specific word-tracks and techniques to overcome customers concerns on purchasing FS products. (Time 90 minutes)



SALES MANAGER 2020

With both competitors and potential customers constantly online succeeding in today's fast paced "social media" - "digital market" requires a more hands-on approach. Key leadership skills are essential for developing the skills and abilities needed to boost a team's performance. Throughout this workshop Sales Managers will discover how to lead their teams to peak performance and manage a world class buying experience for customers.

All workshops are led by Gerry Gould. Workshops run 4 consecutive days, 90-minutes each day. All registered participants are supplied "Action Guides" to help sustain the knowledge and develop a plan of action.

Workshop Content:

Session 1) *Dealing in Today's Digital Market:* highlights the duties, responsibilities and procedures required to maintain high levels of sales efficiency in today's "social media" - "digital market" environment. Special emphasis is placed on developing effective management skills and acquiring strategies for coaching, motivating, and leading a sales team. (Time 90 minutes)

Session 2) *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 within their teams. (Time 90 minutes)

Session 3) *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 the dealerships overall performance and profitability. (Time 90 Minutes)

Session 4) *Addressing Customer Concerns:* is 2 parts. Part 1 details a non-confrontational approach for when customers express or show concerns during the sales process. Part 2 reviews the specific word-tracks and techniques to overcome the concerns the customer expressed. (Time 90 minutes)



AUTO SALES **2020**

Understanding potential customers buying patterns and creating a superior customer experience is a game changer when it comes to succeeding in today's "social media" - "digital market". Staying relevant and ahead of the curve means stepping outside your comfort zone. Throughout this workshop Sales Associates will be exposed to the most relevant, up to date, principles, practices, and techniques geared at excelling their overall performance!

All workshops are led by Gerry Gould. Workshops run 4 consecutive days, 60-minutes each day. All registered participants are supplied "Action Guides" to help sustain the knowledge and develop a plan of action.

Workshop Content:

Session 1) *Selling in Today's Digital Market:* focuses on fundamental principles and practices the Sales Associate must follow to succeed in today's "social media" and "digital market" environment. Special emphasis is placed on early engagement during a customer's buying process. (Time 60 minutes)

Session 2) *Presentation Prep:* outlines the stages of the sale from the meet and greet to the demo drive. Sales consultants will learn effective questioning techniques along with dialog that keeps customers engaged and moving in the right direction. (Time 60 minutes)

Session 3) *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. (Time 60 minutes)

Session 4) *Addressing Customer Concerns:* is 2 parts. Part 1 details a non-confrontational approach for when customers express or show concerns during the sales process. Part 2 reviews the specific word-tracks and techniques to overcome the concerns the customer expressed. (Time 60 minutes)



“On-site development is a critical component in sustaining momentum.”

Our onsite commitment consists of one-on-one and group sessions that prepare the Sales, Sales and Financial Services Management Teams to triumph over the competitive challenges of the today’s automobile retail market.

- We create customized training and consultation “plans of action” by **S.M.A.R.T.** goals tailored to fit your specific objectives.
- Throughout our on-site development we work closely with the management team and together analyze any performance deficiencies to determine a course of action.
- All training initiatives are tailored to be in-line with the dealership’s culture, philosophy, and overall business goals.

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

Training and Coaching Curriculum:

From the fundamentals to advanced development our training curriculum prepares the Sales, Sales and Financial Services Managers with the tools and techniques necessary to triumph over the competitive challenges of today’s automobile retail market.

Sales Associate Focuses

- Auto Sales 2020
- Keys to Leasing
- Managing the Deal
- Social Media & Ecommerce
- Prospecting and Follow-up
- Ethics & Compliance

Sales Manager Focuses

- Sales Management 2020
- Keys to Leasing
- Managing the Deal
- Coaching & Leadership
- Hiring & Onboarding
- Ethics & Compliance

FS Manager Focuses

- FS Management 2020
- Keys to Leasing
- Maximizing Product Sales
- Coaching & Leadership
- Lender Relations
- Ethics and Compliance



2 Day Comprehensive Sales Associate Workshop Becoming a Best Seller

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: outlines 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.

Selling in Today's Digital Market: focuses on essential sales principles and practices required to succeed in today's "social media", "digital market" 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.

Setting the Stage: summarizes the specific stages of the sale from the meet and greet to the demo drive. Special emphasis is placed on discovering a customer's true wants and needs and following through on a solid vehicle presentation and demonstration.

Presenting Purchase Options: is designed to give sales associates 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.

Winning at Ecommerce focuses on specific techniques aimed at improving email, Internet, and 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: 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.



***3 - 4 Day Financial Services Manager Certification Course**

*3 Day: No Legal and Ethical Standards Session – No Presentation Video

4 Day Certification Includes the Following:

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

Legal and Ethical Standards: outlines the rules 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.

Connecting to Today's Digital Customer: focuses on essential Financial Services principles and practices required to succeed in today's "social media", "digital market" 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. Special emphasis is placed on tips and techniques for online FS presentations.

The FS Process: outlines the 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: 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.

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: 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: 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.

Video Role Play: Each attendee will tape their menu/option disclosure presentation from the "Introduction" through two attempts at "Addressing Customers Concerns".



2 Day Sales Manager Seminar

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: outlines 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.

Dealing in Today's Digital Market: focuses on essential sales management principles and practices required to succeed in today's "social media" "digital market" 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: is designed to reduce the number of "pencils" and simplifying the presentation of purchase options to each customer. Special emphasis is placed on full and total disclosure by presenting purchase options in a clear and concise manner. This session 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: focuses on common objections that come up during the sales cycle and presentation of purchase options. 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: 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: 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.



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.

Our Training Viewpoint

- A Little + A Little + A Little = A LOT
- Process Propels Profits
- FS Managers #1 Priority is to Deliver the Car
- CIT Means Cash It Today
- The Whole Team MUST 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
- Manage the Business – Do not Allow the Business to Manage You
- “Just Do Your Job.”

Visit

www.GerryGould.com or www.GGAttraining.com