

John D. Pearce

(360) 866-6881 • (360) 866-6872 fax

e-mail: john@wwtrainingassoc.com • web site: www.wwtrainingassoc.com

Biography

John D. Pearce is a well-established facilitator, instructional designer, writer, and consultant. He writes and facilitates extensively across many disciplines, including the motorcycle, automotive, and heavy trucking industries, photography, and fire protection services.



In 1996, John was one of the first to teach Internet and e-commerce skills—and he remains on the leading edge of the technology wave. His real specialty is combining his advanced people skills with the latest adult education techniques and technology. This is John's way of connecting with the students and finding ways to ensure they get the maximum possible benefit from the training. His highly interactive style may involve games, group problem solving, hands-on demonstrations, competition, and/or videotaping—whatever it takes within the scope of the client's guidelines.

A brief list of John's projects include:

- Facilitating numerous Sales, Service and Parts, Customer Service, Client Retention, Technology, and hands-on Product Knowledge seminars
- Developing and writing Product Certification Workbooks, including creation of the unique "COVER" acronym for Buyer Motivations
- Designing and writing extensive on-line and in-person training classes
- Writing monthly and quarterly informational articles for in-house publications

Comfortable with everything from small, intimate groups of three or four to large auditoriums with over 600 attendees, John's experience and talents are well suited to virtually any subject in all conceivable venues.

Prior to his current work, John was a Sales Engineer; a Regional Sales Training Manager and District Sales Manager for a major manufacturer; and both retail Sales Consultant and Sales Manager. A degreed Mechanical Engineer, John's other previous professions include Artist, Commercial Photographer, and Instructor of Photography.

In his leisure hours John can be found hiking, kayaking, creating blown glass art, restoring antique furniture, collecting folk art, and occasionally increasing his adrenaline flow.