

John D. Pearce

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Instructional Design and Writing Experience

(see also Facilitation, Consultation, and Special Skills)

- Quarterly Articles for Honda Financial Services publications (2008)
- Hyundai Dealer Accessory Toolkit
- Mazda Service Consultant Fundamentals—In-Market Training (2007)
- Volvo Web-based Training for Technicians—New 3.2L I6 Engine (2006)
- Volvo Sales Process Training
- Monthly Articles for Honda and Acura publications (2004-2007)
 - Covering various topics—complete list available upon request
- Lexus ToL (Taste of Luxury) Participant Guide (2004)
On-Line Learning Modules—BMW
 - Research, Develop, and Write Content
 - K 1200 S Motorcycle Product Training (2004)
 - R 1200 GS Motorcycle Product Training
 - 7 Series Product Training for Client Advisors (2003)
 - R 1200 CL Motorcycle Product Training (2002)
 - Workshop Management (3 modules)
 - Service Management
 - Service Advisor
 - Service Reservations
 - Service Consultation
 - Service Delivery
 - F 650 CS Motorcycle Product Training (2001)
 - 5 Series, Z Series and M Series Product Training Updates
 - X5 Sports Activity Vehicle Product Training
 - Buyer Motivation
 - LT ComSystem
 - Integral ABS Brakes for Motorcycles
 - K 1200 RS Motorcycle Product Training
 - R 1150 RT Motorcycle Product Training
 - R 1150 R Motorcycle Product Training
 - Service Department Workshop Practices (2000)
 - Working with (Automotive) Internet Clients
- Suzuki 2003 Certification Workbook (for Sales Consultants) (2002)
 - Including creation of COVER acronym for Buyer Motivations
- ALERT Lead Tracking System—BMW
 - Develop and write content
- “Internet Guidebook” for Sales Guides—Land Rover (2000)
 - Design included Training Module, Participant Workbook and Facilitator Guide
- Customer Satisfaction Best Practices (Sales and Service)—KIA