

## John D. Pearce

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## The Total Experience

### Facilitation

#### In-Dealership and In-Market Training Programs

- Ford CPO Business Development Coach (2010)
- In-dealership Training—Jaguar (2010)
- Jaguar XJ In-dealership Launch (U.S. and Canadian markets) (2009 - 2010)
- 2010 Mazda Experience Roadshow (2009)
- Success with Accessories In-dealership Pilot—Lexus (2008 - 2009)
- Ford Flex New Product In-dealership Launch (2008)
- SEE The Difference Customer-Focused Workshop—Isuzu Medium Duty Trucks
- In-dealership Accessories Initiative—Toyota
- Toyota QTS (Quick-Touch System)
- University of Toyota In-Market Training
  - Power of Communication
  - Service Selling Skills for ASMs
  - Managing the ASM Workday
  - Taking Control of Customer Satisfaction
  - Inventory Management for the Parts Professional
  - Root Cause Analysis for Customer Satisfaction
  - Resolving Customer Satisfaction Issues
- In-dealership Accessories Initiative—Hyundai (2007 - 2008)
- Service Consultant Fundamentals In-Market Training—Mazda (2007)
- MVS: Leading an Effective Sales Team—General Motors (2007)
- VVS: Increasing Sales One Customer at a Time—General Motors
- Perfect Delivery—Honda and Acura
- The Power of Personalization In-dealership—GM {U.S. & Canada} (2005 - 2007)
- Essential Selling Skills—Honda and Acura (2005 - 2007)
- Product Presentation Skills—Honda and Acura
- Foundations of Service Excellence (Service Advisor Training)—Kia (2004 - 2005)
- Overcoming Objections with Product Knowledge—Acura/Honda (2003 - 2006)
- Win-Win Negotiation—Acura/Honda
- Interpersonal Skills—Acura/Honda (2003 - 2004)
- Fix It Right The First Time (Service Manager Training)—Kia (2003 - 2004)
- iDrive Concept In-Market Training (5-Series)—BMW (2003)
- The Mazda Test Drive Experience (2002 - 2003)
  - Teach Mazda Technical Trainers to deliver the MTDE to Dealership Sales personnel
  - Teach Mazda Corporate employees to deliver the MTDE at National Dealer Meeting
- Product Knowledge—Honda (2001 - 2003)
- Selling Skills—Honda
- Interpersonal Skills—Honda
- Ford Blue Oval Certification Evaluator (2001 - 2002)

- iDrive Concept In-Market Training (7-Series)—BMW (2001)
- Advanced Communication Skills—Navistar Advanced CSP Training
- Creating a Competitive Advantage—Navistar Advanced CSP Training
- Performance Management—Navistar Advanced CSP Training
- Personal and Professional Excellence—Navistar Advanced CSP Training
- Working with the Internet Client—Infiniti Total Ownership Experience (2000)
- Sales Strategy Camp Training—Pierce Manufacturing
- Advanced Product Knowledge—Infiniti Total Ownership Experience (1999)
- Greeting/Welcoming/Consulting—Infiniti Total Ownership Experience
- Brand Equity and Delivery—Infiniti Total Ownership Experience
- Facilitate In-dealer and off-site training for 5 to 100 sales consultants, managers and/or fixed operations personnel per venue

#### Mitsubishi Motors Trainings and Seminars

- In-Dealer Sales and Product Training (1995 – 1999)
- Professional Sales Certification (1996 – 1998)
- Sales Management Leadership Conference (1996 – 1998)
- Corporate Culture Change—“Mitsubishi MAGIC” (1997)
- “Customerized Connections” Seminar (1997)
- “Prospecting for New Business” Seminar (1996)
- “Taking Technology on the Road” Seminar (1995)

- Training for 4 to 85 Sales Consultants, Managers and/or Dealer Principals per venue
- Facilitate ½ - 4 day programs

Duties of each program include some of the following:

- Assess market needs and plan venues
- Develop custom courses based on needs analysis
- Lead trainer for development—Internet Customers/Phone Sales
- Design multi-media PowerPoint presentation for all trainers
- Sales Impact Training (training managers to train)
- DiSC Training
- Follow-up with participants on implementation of action plans

#### Ride ‘n Drives (Driving Clinics)

- BMW “The Art of More” 5-Series Launch (2003)
- Mazda6 and Mazda Test Drive Experience Launch (2002)
- MAZDASPEED Protegé Launch
- Nissan Altima Launch (2001)
- Nissan Sentra Launch (2000)
- Mitsubishi Galant Launch (1998)
- Mitsubishi Montero Sport Launch (1997)
- Mitsubishi Diamante Launch (1996)
- Mitsubishi Eclipse Spyder Launch
- Mitsubishi Sport Coupes (1995)
- Training for 30 to 300 retail sales, parts, & service personnel per session
  - Facilitate classroom modules
  - Facilitate driving sessions
  - Consult on course design and venue selection (Mitsubishi)

## Instructional Design and Writing Projects

- Dealership Accessory Toolkit—Hyundai (2008)
- Service Consultant Fundamentals In-Market Training—Mazda (2007)
- Web-based Training for Technicians - New 3.2L I6 Engine—Volvo (2006)
- Sales Process Training—Volvo
- Monthly Articles for Honda and Acura *Frontline* publications (2004 - 2007)
- Quarterly Articles for Honda *Sales Insight* and Acura *Journal*  
Covering various topics—complete list available upon request
  
- ToL (Taste of Luxury) Participant Guide—Lexus (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

## Specialized Training and Skills

In-Dealer Consultant, General Motors Power of Personalization

Washington State Certified Fire Service Instructor

Certified DiSC Instructor

Evaluator, Ford Blue Oval Certification

Webmaster—[www.jpsalestraining.com](http://www.jpsalestraining.com); [www.wwtrainingassoc.com](http://www.wwtrainingassoc.com)

Highly Proficient in Word, Excel, PowerPoint, Outlook, IE and Netscape

Seminar Participant (partial listing)

“Automotive Retail Advertising Strategy” – F. Stuart DeBruicker

“Creative Training Techniques” – Bob Pike

“Effective Facilitation” – Drew Kugler

“First Things First” – Stephen R. Covey & Associates

“Guerrilla Marketing” – The Guerrilla Group

“Instructional Design” – Langevin Learning Services

“Sales Management Leadership Conference Series I” – Mitsubishi Motors

“Sales Management Leadership Conference Series II” – Mitsubishi Motors

“Sales Management Leadership Conference Series III” – Mitsubishi Motors

“Sales Management Leadership Conference Forum” – Mitsubishi Motors

“Strategic Advertising Workshop” – Mitsubishi Motors

“Train the Trainer (Facilitation Skills)” – C.G. Wright and Associates