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The Total Experience

Instructional Design and Writing Projects

- Mazda Service Consultant 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 *Frontline* publications (2004-2006)
- Quarterly Articles for Honda *Sales Insight* and Acura *Journal*
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

Facilitation

In-Dealer and Classroom Training Programs

- The Power of Personalization—General Motors {U.S. & Canada} (2005—2007)
- Perfect Delivery—Honda and Acura (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
- 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 Protégé 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)

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.griffind.org; www.jpsalestraining.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