

## **John D. Pearce**

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### **Instructional Design and Writing Experience**

(see also Facilitation, Consultation, and Special Skills)

- Audi Certified pre-owned WBT (2013)  
(Modules for ABS, Sales Manager, General Manager, Service Manager/Technician)
- Quarterly Articles for Honda Financial Services publications (2008)
- Dealership Accessory Toolkit—Hyundai
- 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