

John D. Pearce

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OBJECTIVE To provide excellent customized training materials for companies and individuals, leading to higher levels of corporate and individual success.

PROFESSIONAL EXPERIENCE

Instructional Designer/Writer/Facilitator Actively consult with clients to assess needs, develop programs to meet those needs, and design and write the programs. Work with corporations and dealerships to create standards and practices, train employees to implement them, and evaluate results, modifying practices to achieve stated goals. Also work within corporate client's existing product and soft skills training programs and culture change initiatives to "reprogram" attitudes and behaviors toward clients and co-workers.
(For a detailed list of previous projects and clients, please see the separate document entitled "The Total Experience".)

District Sales Manager Responsible for wholesale and retail sales for 10 dealerships in Washington and Alaska. Duties include consulting with Dealer Principals, General Managers and Sales Managers on advertising, marketing, sales training, inventory control, and profitability. Also work with Service and Parts District Managers to increase overall dealer profitability. Total district retail sales increase 35% (compared to 14% nationally), and SSI scores increase 17% (6% nationally) over the previous year.

Sales Manager Responsible for interviewing, hiring, training, and supervising up to thirteen sales consultants; developing sales strategies, monthly quotas and goals; appraising trades; negotiating and closing deals; and managing inventory. Work closely with Service and Parts Managers to increase customer crossover between departments.

Sales Consultant Responsible for selling new and used automobiles and training new sales consultants. Consistently ranked #1 or #2 in volume and gross profit every month while maintaining a Sales Satisfaction Index score of 96% or higher. Awarded Mitsubishi's Diamond Sales Guild Silver excellence in Customer Satisfaction and New Car Sales.

Commercial Photographer Specialize in architectural and location photography and in developing new and innovative techniques for photography in challenging situations. Design and teach beginning and intermediate photography adult education classes.

EMPLOYMENT HISTORY

1999 – present Training Instructional Designer/Writer/Facilitator (self-employed), Olympia, WA
1998 – 1999 District Sales Manager, Mitsubishi Motor Sales of America, Olympia, WA
1995 – 1998 Regional Sales Training Manager, Mitsubishi Motor Sales of America, Orlando, FL
1995 Sales Manager, Fort Lauderdale Mitsubishi, Fort Lauderdale, FL
1993 – 1995 Sales Consultant, Fort Lauderdale Mitsubishi, Fort Lauderdale, FL
1982 – 1993 Commercial Photographer, On Location (self-employed), Fort Lauderdale, FL