



Rick Wood

Automotive Consultant

Career Summary

Rick Wood has been involved in all aspects of the automotive industry since 1975. He has worked and excelled in automotive dealerships as a salesperson, Manager and General Sales Manager. Self motivated and disciplined, Rick has the highest standards of performance. With over 30 years as a skilled and effective professional, whether training, coaching, facilitating or working in dealership, Rick offers proven expertise in mentoring managers, as well as a complete understanding of dealership culture, team building and improving dealership processes. As an enthusiastic and persuasive bi-lingual (Spanish) communicator he is consistently able to stimulate interest, cooperation and understanding among diverse cultures and thrives when working with all levels of dealership or corporate personnel. Working with Domestic, Import or Luxury Brands, Rick's ability to connect with his audience at all levels is his greatest asset.

Metro Area: San Diego, CA

Expertise

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|------------------------------|-----------------------------------|
| Dealership Sales Experience | Group Facilitation Skills |
| CSI/SSI Consulting | Process Redesign |
| Large Audience Presentations | Broadcast Training |
| Ride & Drive Facilitation | Driving Instruction |
| Instructional Design | Train-the-Trainer Facilitation |
| Trainer Management | Curriculum Development |
| Sales Skills Training | Service Soft Skills Training |

Latest Projects:

Lead Facilitator - The BMW Experience

Get to the Core with Mazda Four

TOPS Brand Awareness Symposium

Toyota's Truck Champions Tour

Lexus - Tour of Taste

Languages:

Spanish



Automotive Consultant Association