



# 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

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