



# Michael Mersman

## Automotive Consultant

### Career Summary

Mike is a senior level trainer and consultant with extensive dealership experience. And ISO 9002 Certified by Toyota Motor Corporation. He has served in the capacity of Technician, Service advisor, Sales Person, Sales Manager, General Manager and Dealer operations consultant. Most recently Mike worked with Scion brand of Toyota and the University of Toyota and Lexus College. Mike was one of over 2,000 applicants for eleven positions offered in the initiative to educate and develop fixed operations and marketing in the customer treatment processes.

**Metro Area:** Cincinnati

### Expertise

Dealership Sales Experience	Dealership Service Experience
Group Facilitation Skills	CSI/SSI Consulting
Process Redesign	Large Audience Presentations
Instructional Design	Train-the-Trainer Facilitation
Trainer Management	Curriculum Development
Sales Skills Training	Service Soft Skills Training
Management Consulting	

### Latest Projects:

Lead Instructor - University of Toyota

Fixed Ops Consultant - Lexus & Scion

Five-Star Facilitator - Chrysler

EXCELL Facilitator - Honda

Service Marketing Consultant - GM

**Other Relevant Expertise:** Retail GM Experience





Automotive Consultant Association