

Manager

Leadership

Team Builder

Finance & Insurance

Performance Development

In-Dealership Demonstration

Advanced Sales Dialogue

Formal Classroom

Sales Consultant

Fixed Operations

Execution

**GSFSGroup**

## **2025 TRAINING & DEVELOPMENT**

TRAINING CLASSES, FIELD DEVELOPMENT AND ASSET DEPLOYMENT

**TUITION AND FIELD DEPLOYMENT OVERVIEW**

By-Student Enrollment

• <b>Manager – Team Skills Builder</b>	1 Day Class	\$595.00
• <b>Sales Dialogue – F&amp;I (Core Class)</b>	5 Day Class	\$1095.00
• <b>Advanced Sales Dialogue – F&amp;I</b>	3 Day Class	\$895.00
• <b>Sales Dialogue – Service Advisor</b>	3 Day Class	\$895.00
• <b>Sales Dialogue – Sales Consultant</b>	1 to 4 Day Class	TBD – Group Enrollment

Important Tuition Notes

- Full enrollment fee charged if attendee cancels less than 5 days prior to Day 1 of class.
- Enrollment Fee may be prepaid through your account relationship.
- All offsite (regional venue) training is scheduled through the Training Coordinator, with planning support from TFG and GSFSGroup Training Department leadership.

In-Field Training and Development Costs

- PDM - \$3295.00 plus travel expenses, per development asset weekly (4 consecutive days on site).
- TDM - \$1245.00 plus travel expenses, per day on-site.

FORMAL CLASS ENROLLMENT BY WEB AT GSFSGROUPTRAINING.COM – [www.gsfgrouptraining.com](http://www.gsfgrouptraining.com)  
 PHONE – (713) 580-3151 – NATALIE STARUSTKA, TRAINING & DEVELOPMENT COORDINATOR

Pages 3-7 provide 2025 course descriptions and content.  
 Pages 8-10 provide details on field deployment expectations.  
 Page 11 – 2025 Class Calendar

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## MANAGER – TEAM SKILLS BUILDER

**MANAGER PERFORMANCE** – Develop your manager’s skills to build performance in others.

➤ **1 Day of Manager Training – \$595.00**

This instructor led class will increase the expertise of your management staff: Desk Management, Fixed Operations Management to General Management. This class helps the manager focus on their priority, to create career professionals: build a team with consistent and measurable daily performance activity. Imagine your sales volumes if your best manager’s sales skills were distributed throughout your entire sales team. This advanced management session initiates and cultivates the management skills to grow your people and your business.

Best practices for establishing standards will sharpen the manager’s skill to better define daily performance issues, build process skills in others through coaching, and provide methods to maintain a new level of increased team performance. This course targets anyone who has others reporting to them. All manager attendees exit this learning excited and ready to execute their new performance processes.

### Key Performance Focus

- Identifying Performance Deficiencies
- Priority Dialogue and Engagement Behaviors
- Feedback Tools
- 5 D’s of Training
- 5 C’s of Coaching

### Important Schedule Notes

- These 1-day sessions are often scheduled by specific dealership or dealer group, for focus on a single Dealer environment: led at our Houston Campus or a Regional Venue.
- Prior to launching significant variable or fixed operations team training, this Manager’s session is the best starting point for all managers, directors, and leadership.
- The session is delivered through live classroom and supported with virtual session planning and follow-up.

Dealers and Dealer Groups often request this workshop for their specific management team(s).

- Daily rates will apply.
- Target Audience: Any manager that has people reporting to them.

FOR THE RETAIL AUTOMOTIVE SERVICE ADVISOR



## **FIXED OPERATIONS – SALES DIALOGUE**

**SERVICE ADVISOR PERFORMANCE** – Develop your service consultants to increase sales & profits.

➤ **3 Days of Performance Training – \$895.00**

Increase key metrics that measure success on the drive: Customer Pay RO, RO Lines, to Effective Labor Rate. This instructor led class will increase performance in your Fixed Operations Department and deliver team support for your sales volume. The learner will discover consistent sales and presentation practices that set them apart from the everyday operation. From Setting Clear Expectations to effective Menu and MPI Operations, your service advisor team members cannot afford to miss this groundwork in becoming masters of service department production. A great starting point for the new hire and extraordinary skills learning for the experienced Service Advisor, Manager and Director.

Delivered by our Fixed Operations Professionals. The best practices will increase service drive sales, profits, department relationships, and will support adherence to the rules and regulations that impact our industry every day. All attendees exit GSFSGroup learning excited and ready to execute their new performance processes.

### Key Performance Focus

- Customer Expectations
- Responsibilities of a Service Consultant
- Sources of Service Sales
- Customer Discovery
- Maintenance Menu Presentation
- Staging and presenting the Multi-Point Inspection
- Self-Check and Fulfillment
- Performing the Professional Service Estimate
- Active Service Delivery

### Important Schedule Notes

- Offered as open enrollment at our Houston Campus and By-Dealer Regional: 3 Days.
- Prior to launching any significant training for the variable or fixed operations team, the Manager's session (*Manager – Team Skills Bulder*) is strongly suggested for all managers, directors, and leadership.
- The session is delivered through live classroom and can be supported with development through virtual sessions planning and follow-up.

Dealers and Dealer Groups can request this seminar be performed for their specific teams in a local training venue. Daily rates can apply.

- Target Audience: Service Advisors and their Management

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FOR THE FINANCE & INSURANCE MANAGER (SOLICITOR – PRODUCER – DIRECTOR)

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## **SALES DIALOGUE – F&I (CORE F&I CLASS)**

**F&I Producer Performance – Skills for the F&I Solicitor**

- **5 Days of Performance Training – \$1095.00** ( ... and a 3 Day Regional Offering)

From Setting Clear Expectations to Building Trust, you cannot afford to miss this journey in becoming a master of F&I production. Delivered by our AFIP Certified Professionals, learn to replicate the professional sales skills for increased penetration and margin. The skills can substantially improve metrics results without leveraging department relations, or the rules and regulations that impact our industry. These courses target all F&I Practitioners, regardless of their time in Finance & Insurance. Each attendee will exit the learning excited and ready to execute.

The dealer principal and store leadership should plan for continued skills development as the learner returns from class. With development and management of the professional skill(s), expect substantial increases in key metrics, and higher levels of strategic support for your sales volume. It is a great starting point for those just entering F&I, and an incredible next step to improving the results of your seasoned F&I Manager.

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### Key Performance Focus

- The Business Office Responsibilities
- The Sales to Business Office Referral
- Meet & Greet, Customer Discovery
- VSA-Factory Warranty Presentation
- Base Sales Structure and Rules of Engagement
- Menu Offering
- Sellable Features F&I Product and Upselling

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### Important Schedule Notes

- Offered as open enrollment at our Houston Campus: full 5 Days, Monday at Noon thru Friday at 2pm. This is the complete core class.
- Regional offerings are normally held to 3 full days: Tuesday – Thursday, 8:30am – 6:00pm. Some intro material and upselling tools are distributed only, four core skilled processes are the focus for the 3-day session.
- Prior to launching any significant training for the variable or fixed operations team, the Manager's session (*Manager – Team Skills Bulder*) is strongly suggested for all managers, directors, and leadership.
- The session is delivered through live classroom and can be supported with development through virtual sessions planning and follow-up.

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Dealers and Dealer Groups can request the F&I Core Class be performed for their specific F&I team(s) in a local training venue: normally a 3 Day Regional. Daily rates will apply.

- Target Audience: F&I Producers and their Management: must meet the prerequisite.



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## ADVANCED SALES DIALOGUE – F&I

### Advanced Skills For F&I – Positioning and Upselling

- **3 Days of Performance Training – \$895.00**
- **ATTENDEE PREREQUISITE** –SALES DIALOGUE – F&I (CORE F&I CLASS) completed in the last 24 months.

With a focus on the *Discovery* connection, key phrases, client answering techniques and a learned ability to “close on-the-fly,” this 3-day session is the next step for the career F&I Professional. Delivered by our very own retail F&I solicitors, the deep dive into sales dialogue will redefine “closing skill” and provide the ability to create an up-sell based on the client in front of you.

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#### Key Performance Focus

- 10 Key Closes for Every Client
- Key Skills Benchmark and Review
- The Discovery Connection – Prevent Objections
- Introducing HEADSPACE acronym (benefit line-up)
- Objection Handling – Create and Articulate the Up-Sell

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#### Important Schedule Notes

- Offered as open enrollment at our Houston Campus and By-Dealer Regional: 3 Days.
- Prior to launching any significant training for the variable or fixed operations team, the Manager’s session (*Manager – Team Skills Bulder*) is strongly suggested for all managers, directors, and leadership.
- The session is delivered through live classroom and can be supported with development through virtual sessions planning and follow-up.

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Dealers and Dealer Groups can request the F&I Core Class be led for their specific F&I team(s) in a local training venue: 3 Day Regional. Daily rates will apply.

- Target Audience: F&I Producers and their Management: must meet the prerequisite.

FOR THE RETAIL AUTOMOTIVE SALESPERSON



## **SALES DIALOGUE – SALES CONSULTANT**

**Sales Consultant Performance – Skills for the Sales Professionals**

- **1 – 4 Days of Performance Training – \$895.00** (when performed as 4 continuous days)

Delivered by our Sales Professionals, the course modules target greeting to trade evaluation. Regardless of their time in the industry all career sales professionals. All attendees exit GSFSGroup Learning excited and ready to execute their new performance behaviors.

The Dealer Principal and leadership should plan for, and expect, increases in key metrics that measure success in the Sales Department: volume, ease of managing growth and margin. These skilled behaviors learned will drive key components that improve loyalty and retention in your customer base. From Setting Clear Expectations and Building Credibility, to positioning for the final close, you cannot afford to miss this journey to mastering sales and client engagement. It is a great starting point for those just entering their sales careers, and an incredible next step to improving the results of your seasoned sales consultant.

### Key Performance Focus

- The Sales Career
- Meet & Greet
- Connect to Your Client
- Vehicle Selection with Demo
- Pencil Presentation
- Base Sales Structure
- Trade Evaluation

### Important Schedule Notes

- These are often 1-day sessions repeated several days for a specific dealership or dealer group, focusing on 2-3 skilled processes per session.
- Offered periodically as open enrollment at our Houston Campus, the sessions are also led at a regional venue in the Dealer’s location.
- Prior to launching any significant training for the variable or fixed operations team, the Manager’s session (*Manager – Team Skills Bulder*) is strongly suggested for all managers, directors, and leadership.
- The session is delivered through live classroom and can be supported with development through virtual sessions planning and follow-up.

Dealers and Dealer Groups can request this workshop be led for their specific Sales team(s) in a local training venue. Daily rates can apply.

- Target Audience: Sales Consultants and their Management.

**IN-DEALERSHIP DEVELOPMENT – PERFORMANCE DELIVERABLES**

**Finance & Insurance**

- Sales Referral & Relations
- Meet & Greet – Intro, Expectations and Permission
- Customer Discovery – Questioning Skills
- VSA – Factory Warranty Presentation
- Menu Disclosure
- Skills Development Planning
- Upsell Tracks
- Product Knowledge
- Performance Standards Meetings – 3 Meetings – Collection, Final Expectations and Signatures with Pay-plan Alignment

**Management**

- 5 Non-Negotiables Planning
  - Meetings – Determine Priority Performance Actions, Final Expectations and Agreements, Sales & Management Development Planning
- Training & Coaching Skills Development

**Fixed Ops ASM**

- Sales Referral & Relations (*1<sup>st</sup> Appointment*)
- Meet & Greet – Intro, Expectations and Permission
- Customer Discovery – Questioning Skills
- Maintenance Menu Disclosure
- Effective MPI Review
- F&I Product Knowledge
- Financial Analysis (Fixed Ops Management)
- Performance Standards Meetings – 3 Meetings – Collection, Final Expectations and Signatures with Pay-plan Alignment, and ASM Skills Development Planning

**Sales Personnel** (*Management Development should be a primary driver of these choices*)

- Coaching Session – Process Assessment
- Sales Referral and F&I Relations
- Meet & Greet – Intro, Expectations and Permission
- Customer Discovery – Questioning Skills
- Trial Close
- Vehicle Selection, Demo, & Dealership Tour
- 1<sup>st</sup> Pencil Presentation
- Trade Evaluation Process Skills
- Performance Standards Meeting
- A Way to Buy: Half-Time Show (Lease)

**Overall Dealership**

- Business Development Assessment (BDA) – Dealer Assessment, Variable Ops Team Assessment, Fixed Ops Team Assessment
- Compliance – Online Courses for ethics and laws impacting the industry. (Primary Partner AFIP)
- Team Foundations – F&I, Management and Sales Staff – 1.5 Hours Breakfast Meeting



**PERFORMANCE DEVELOPMENT MANAGER (PDM) – DEPLOYMENT**

**Preparation**

- Dealer Principle and leadership are aware of, and plan for the 4-day assignment.
- A specific Target Learner has been defined and notified of the upcoming performance visit.
- Specific metrics have been determined as “target metrics” for impact.
- A manager launch meeting has been scheduled for early during Day 1 of the assignment.

**Launch Meeting**

- Attendees – Dealer Principle, GM, GSM, F&I Mgmt., Desk Mgmt.
- Meeting is opened by the Dealer Principle or General Manager: Dealer Leadership
- Field Manager reviews GSFSGroup standard Launch Sheet with group. *(Attached, Page 10)*

**Exit Meeting**

- Scheduled for the last day of the assignment.
- Discussion and planning between Field Manager and PDM prior to exit: determine priority message(s).
- Attendees – Dealer Principle, GM, GSM, Field Manager, PDM
- Field Manager leads the meeting and topics.
- Determine continued performance development role for GSFSGroup.
- Review formal classes and development: determine enrollment and development plan.

**PDM Assignment Defined**

- Monday to Thursday or Tuesday to Friday.
- PDM expected to arrive the night before assignment start.
- PDM expected to depart after 2pm on last day of assignment.
- Daily reporting by (excel) deal log.

**Key Performance Metrics**

- F&I PRU
- Average Penetrations and Margin
  - Finance, VSA, PPM, T&W and GAP

**Key Metrics Data Collection for Performance Trending**

- Field Manager report metrics to Sales Director, Training Coordinator, and Training Director.

**Benchmark (DSM)**

- Dealership previous full quarter.
- Target Learner specific, previous full quarter.

**Post Assignment (Field Manager)**

- Dealership completed assignment month.
- Target Learner specific completed assignment month.
- Dealership for 90 Days post assignment; each completed month.
- Target Learner for 90 Days post assignment; each completed month.

**PERFORMANCE DEVELOPMENT MANAGER (PDM) – ASSIGNMENT LAUNCH**

**PURPOSE** - Increase key target performance metrics, by Dealership assignment, through industry knowledge and modeling best practices skill sets. This targeted “development” activity has the greatest benefit after the target learner has received formal classroom training on the specific skill sets.

- Live models of F&I, Consultant and Fixed Operations solicitation skills to the target learner.

**APPLIED SKILLS (STANDARD EXPECTED PRACTICES)**

<i>GSFSGroup F&amp;I Solicitor and Sales Consultant Practices</i>	
<p><i>Professional Meet &amp; Greet</i></p> <ul style="list-style-type: none"> <li>✓ Intro, Set Expectations, Ask Permission</li> <li>✓ At the Salesperson’s Desk (F&amp;I)</li> <li>✓ At the door, phone and digital (Sales)</li> </ul> <p><i>Customer Discovery</i></p> <ul style="list-style-type: none"> <li>✓ Key Phrases and Broad Question Starters</li> <li>✓ Rules of Engagement</li> </ul> <p><i>Vehicle Selection</i></p> <ul style="list-style-type: none"> <li>✓ Summary Statement, Demo Expectations, Key Questions, Dealership Tour</li> </ul> <p><i>Effective Menu and Pencil Presentation</i></p> <ul style="list-style-type: none"> <li>✓ Transition Statement, No elaboration, Key questions</li> </ul>	<p><i>Factory Warranty Presentation</i></p> <ul style="list-style-type: none"> <li>✓ Illustrated Presentation Track</li> </ul> <p><i>VSA and PPM Upsells</i></p> <ul style="list-style-type: none"> <li>✓ Almost Perfect, Comparison to Collision Insurance, Budget Talk, National Service History</li> </ul> <p><i>Trade Evaluation</i></p> <ul style="list-style-type: none"> <li>✓ Clear Expectations, Walk-around w/customer, Review before Appraisal</li> </ul> <p><i>Trial Close</i></p> <ul style="list-style-type: none"> <li>✓ Based on <i>Customer Discovery (Close Benefits)</i></li> </ul> <p><i>Closing</i></p> <ul style="list-style-type: none"> <li>✓ Options for choice, close step to step</li> </ul>
<i>GSFSGroup Fixed Operations Sales Practices</i>	
<p><i>Professional Meet &amp; Greet</i></p> <ul style="list-style-type: none"> <li>✓ Intro, Set Expectations, Ask Permission</li> </ul> <p><i>Customer Discovery</i></p> <ul style="list-style-type: none"> <li>✓ Key Phrases and Broad Question Starters</li> <li>✓ Rules of Engagement</li> </ul> <p><i>Vehicle Walk-Around</i></p> <ul style="list-style-type: none"> <li>✓ <i>Note physical condition and key wear.</i></li> </ul>	<p><i>Admin Break</i></p> <ul style="list-style-type: none"> <li>✓ Bridge to Maintenance Offering</li> </ul> <p><i>Effective Maintenance Menu and MPI Presentation</i></p> <ul style="list-style-type: none"> <li>✓ Transition Statement, no elaboration, key questions</li> </ul> <p><i>Closing</i></p> <ul style="list-style-type: none"> <li>✓ Options for choice, close step to step</li> </ul>

**PDM IN-DEALERSHIP TACTICAL GUIDELINES** - Set Expectations in Launch Meeting

- In-store time to match the learner: standard of 29-34 hours per assignment. Seek opportunity with other learners during “target’s day-off.”
- Never Work Alone - The PDMs will model and develop performance the above skill sets to current dealership staff.
- Live Action - The PDM will introduce themselves as the TRAINEE, and the dealership staff as the Trainer.
- The PDM DOES NOT ADD HEADCOUNT to the Department: not substitution work. The PDM will interact with dealership clients with current dealership personnel present.
- The PDM may review key product features and product priority for loyalty and retention performance.
- Final agreements and paperwork to be completed by dealership employee.
- Product questions, forms management, and systems integration support: [salsservices@gsadmins.com](mailto:salsservices@gsadmins.com)

**PERFORMANCE MEASUREMENT – REPORTING**

- The PDM will complete an excel Daily Log as deals are completed, with detailed notes on the target learner and environment.
- A completed log is emailed to the Training Coordinator, Account Owner and Director at assignment end.
- Follow-up email to all stakeholders on key performance deliverables and suggestions for development.

The classes listed below often have multiple Campus and Regional offerings.

- ✓ **REGIONAL OFFERINGS** – These need to be requested by their available date and assigned to you.
  - THIS CALENDAR WILL BE UPDATED MONTHLY AS REGIONAL SLOTS ARE ASSIGNED. The Regional offerings are NOT published online for enrollment until they are specifically assigned.
  - A 45-to-60-day advance is strongly suggested: assignment allowed at 3 months out.
- ✓ **CAMPUS OFFERINGS** – The campus classes are published online for enrollment.

<b>F&amp;I SALES DIALOGUE (CORE F&amp;I CLASS)</b>						<b>ADVANCED SALES DIALOGUE – F&amp;I</b>	
<b>Houston Campus (5 Day)</b>				<b>Regional Offer Dates</b>		<b>Houston Campus (3 Day)</b>	
1 <sup>st</sup> Half		2 <sup>nd</sup> Half		1 <sup>st</sup> Half	2 <sup>nd</sup> Half	Feb 4	
Jan 13	Jan 20	Jul 7	Jul 14	Jan 21	Jul 8	May 13	
Feb 10	Feb 17	Aug 4	Aug 11	Feb 18	Aug 19	Sept 16	
Mar 10	Mar 17	Sep 8	Sep 22	Mar 4 (Preston)	Sep 16		
Apr 7	Apr 21	Oct 6	Oct 13	Apr 8	Oct 21		
May 5	May 19	Nov 10	Nov 17	May 6	Nov 4		
Jun 9	June 16			Jun 17			

<b>MANAGER – TEAM SKILLS BUILDER</b>					
<b>Houston Campus (1 Day)</b>		<b>Regional Offer Dates (1-3 Days per Date)</b>			
1 <sup>st</sup> Half	2 <sup>nd</sup> Half	1 <sup>st</sup> Half		2 <sup>nd</sup> Half	
Mar 11	Nov 4	Feb 11	Feb 12	Jul 22	Jul 23
Mar 12	Nov 5	Apr 15	Apr 16	Aug 5	Aug 6
		May 13	May 14	Sept 9	Sept 10
		Jun 3	Jun 4	Oct 7	Oct 8

<b>FIXED OPERATIONS SALES DIALOGUE</b>					
<b>Houston Campus (3 Day)</b>			<b>Regional Offer Dates (3 Day)</b>		
1 <sup>st</sup> Half		2 <sup>nd</sup> Half	1 <sup>st</sup> Half		2 <sup>nd</sup> Half
Mar 25		Aug 26	Apr 15		Aug 26
Jun 3		Oct 28	Jun 10		Sept 9

<b>SALES DIALOGUE – SALES CONSULTANT</b>					
<b>Houston Campus (3 Day)</b>		<b>Regional Offer Dates (1 – 4 Days per Date)</b>			
1 <sup>st</sup> Half		1 <sup>st</sup> Half		2 <sup>nd</sup> Half	
Jun 24		Jan 14	Apr 8	Jul 15	Oct 14
		Feb 4	May 6	Aug 12	Nov 18
		Mar 11	Jun 17	Sept 23	

Offered to our associates only (or by specific, approved invitation)

<b>EXECUTIVE PRESENTATION SKILLS (EPS)</b>	
<b>Houston Campus (2 Day)</b>	
Mar 4-5	
Dec 9-10	

<b>AFIP BOOT AND CERT</b>	
<b>Houston Campus (2 Day)</b>	
Feb 25-26	