

Corporate & Media CREDENTIALS

As a dynamic and creative consultant and facilitator, I am highly skilled in all phases of designing and delivering transformative instructional courses and seminars that drive significant impact in overall dealership profitability. I am proud to say my distinctive consulting and public speaking approach has allowed me the opportunity to work with the top automotive companies in the industry.

In addition, my unique brand marketing with product and technical training has earned me a reputation as someone who ignites excitement along with a strategic element to the sales and service process for dealerships all over the United States with expert experience in relationship building, and establishing greater loyalty that produces only the most satisfied clients, I am confident that my extensive background, leadership skills, and track record of success will enable me to make immediate contributions to future goals and success.



ROBIN BUSH
[Transformation Coach]

ROBINBUSH

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"Thanks again for all you did to make this week's program a success. Your ability to rapidly absorb the content of the facilitator guide and express it with accuracy and enthusiasm is simply unparalleled in my experience." Dan Hill, Alteris Group

PROFILE

Leading national automotive training facilitator with experience building/heading transformative nationwide training programs for all major automotive manufacturers. Experience combining learning technologies (iPads, interactive apps, video) with dynamic and creative presentations, workshops, forums, and seminars to build sales, operations, and leadership / management training programs. Record of measurably improving dealer sales, profit, and employee retention. Background overseeing training teams of 5-15 and presenting to groups of 10-200. Strengths in:

- Instructional Design
- Brand & Product Marketing
- Product/Technical Training
- Training & Development
- National Presentations
- Product Diversification
- Leadership Training
- Sales & Service Process
- Customer Retention

HIGHLIGHTS

- Built consultancy with clients such as BMW, Honda/Acura, General Motors, Cadillac, Audi, Volvo, etc.
- To date, have trained 25,000+ automotive sales representatives nationwide.
- Ranked #1 Trainer in Mazda "Pick a 6 Road Show" and #2 Trainer in Mazda 3 and RX8 Shows/Tours.
- Selected by BMW to lead 3 key programs at BMW LEADERSHIP ACADEMY and BMW MANAGERS ACADEMY.

SELECTED FACILITATOR EXPERIENCE

BMW ■ Facilitate highly effective **BMW LEADERSHIP ACADEMY** 3-day programs – one for new General Managers and Center Operators (Leading your Business) and one for *all* GMs/Center Operators (Leading your Future). Also, facilitate week-long BMW Genius – BMW Future Retail, Brand, Premium Experience, Sales, Product & Presentation. Additionally, facilitate **BMW MANAGERS ACADEMY** program on Intentional Leadership – Gallup Q12 Employee Engagement, workplace dynamics, and flexible management benefits.

ACURA | HONDA ■ Currently facilitate week-long immersion for new sales consultants – product, automotive fundamentals, presentations, overcoming objections, people skills, delivery. Providing training for 2 of 4 elements of The Honda Way: Part of Instructional Design & Production Team for Honda's Fast-Track Program, and facilitate/provide Instructional Design for "Honda Helper" to drive Honda customer experience (using mobile app to pilot at select dealerships nationwide), including design/facilitation of 3-day Honda Call Center course. Previously, facilitated 3-day workshop nationwide: soft selling, differentiators, presentation, 3-point walk-around, overcoming objections, and delivery and taught DISC personality assessment to identify sales consultant/customer styles.

MINI ■ Provide ongoing facilitation for MINI University. Manage delivery of nationwide program of 11 sales, service, and management classes centered around creating an Extraordinary MINI Experience; including 2-day Learn 2 Lead leadership program with 9 modules for managers.

GENERAL MOTORS | BUICK | CADILLAC | CHEVROLET | GMC ■ Facilitate 1-week development course for new managers, including fleet trainings – product/sales process to equip managers for success in field. Facilitator for sales/after-sales DM training program to prepare 34 managers for new job outside call center, 5-week/13-week/6-month programs. Design/lead activities face-to-face relationship building, communication, and presentation. Facilitate GM Dealership Professional Development training initiative, designed to immerse GM engineering staff in field/retail operations to hear the voice of the customers.

HONDA ■ Facilitator for Honda "Making a Difference" 3-module dealership training program – Selling Smart, 3-position walk-around, product, competition, delivery. Provided manager coaching on performance metrics, identification of growth opportunities, and establishment of realistic goals for in-dealership sessions.

SELECTED PRODUCT & SALES TRAINING EXPERIENCE

BMW ■ Currently facilitate and coach manufacturing, finance, and corporate management nationwide on BMW Essential Leadership. Previously, opened 2013 BMW 3 Series Launch Training with 80+ participants, then trained/presented to other classrooms on product features, competitive comparisons, and delivery.

HONDA ■ Coach week-long immersion for new sales consultants with modules in product, automotive fundamentals, presentation, overcoming objections, people skills and delivery.

ACURA ■ Trained network of dealerships across 7 states on most advanced technologies in Acura and the history of hybrid technology. Trained all client-facing staff on 3-motor hybrid design and benefits, twin motor unit, brake regeneration, lithium ion battery benefits, super handling AWD, and other technologies.

MAZDA ■ Provided technical and other training for 50 multi-state Mazda dealerships on new/existing/redesigned products – walk-arounds, learning, purchase motivators, test drives. Utilized Fast Facts guides, marketing statistics, and graphics. Led Mazda's Full Circle Service Inspection process sessions for service writers.

SELECTED PRODUCT & BRAND EXPERIENCE

ACURA ■ Hosted 2015 Acura ILX IDT and 2014 RLX Sport Hybrid Super Handling AWD IDT.

MINI ■ Selected to lead all aspects of Performance Lab for 2014 MINI F56 Launch Event, with Activity Labs including transmissions, performance stats and tools, engines and suspensions.

AUDI ■ Designated Lead Concierge for Audi "Streets of Tomorrow," program for consumer invitees of Audi held with its partners, Bang and Olfsen and Audi Motorsport. Oversaw staff of 12, coordinated display, drive times/scheduling, and flow. Represented Audi at special promotional events nationwide.

BMW ■ Managed 2007 BMW Experience: Brand Value Room. Guided sales consultants through 3 core brand values (Dynamic, Challenging, Cultured) and brand promise (Joy). Presented PREP Activity (Product Development Process) and engineering cycle. Led hands-on "50/50 Weight Balance Activity," challenging groups to select from 11 key automotive components and achieve near-perfect balance.

GM ■ Hosted 2007 Full Size Truck and SUV Launch Training Event: Led opening session of 130-150 and also taught class of 60+ sales consultants. As Refinement Room Facilitator, guided participants through interior/exterior refinements, delivering presentations, instructional videos, and interactive walk-a round.

VOLVO ■ Presented brand feature demonstrations to clients at exclusive Charleston Garden & Gun Event.

EMPLOYMENT HISTORY

RPM CREATIVE SOLUTIONS, LLC | 2012 to Present; President, Senior Consultant, and National Training Facilitator

ROBIN BUSH CONSULTING & NATIONAL TRAINING | 1991 to 2012; Consultant and National Training Facilitator

EDUCATION

University of Michigan | Bachelor of Science (BS), 1997

Certification | IPEC Certified in Energy Leadership Index (ELI-MP); CPC Coaching Certification

Certification | Certified Trainer: TalentSmart® Mastering Emotional Intelligence®



The world's #1 Emotional Intelligence provider

Certificate of Completion

Mastering Emotional Intelligence® Level 1

Robin Bush

has satisfied the requirements and is hereby a TalentSmart® Emotional Intelligence certified trainer,
licensed to facilitate Mastering Emotional Intelligence® - Level 1 training curriculum.

April 24, 2018 in Brecksville, Ohio

Date and Place of Certification

Susan DeLazaro

Sue DeLazaro, M.S.
Vice President of Programs, TalentSmart®



This program, ORG-PROGRAM-258310, has been approved for 14 (General) recertification credit hours
toward PHR, SPHR and GPHR recertification through the Human Resource Certification Institute (HRCI).
For more information please visit www.hrci.org.



This program is eligible for the following
CCE recertification hours: 11.75 CC and
2.25 RD units.



Institute for Professional Excellence in Coaching

This is to certify that

Robin D Bush

Having satisfactorily completed the required studies approved by the ICF for 153 hours and passed the oral exam in accordance with the ICF requirements, has been found by the Board of Directors to possess the qualifications required by the Constitutional bylaws, and is hereby registered as a

Certified Professional Coach

In Witness Whereof, the Signature of the Administrator is hereunto affixed on this
Sixth Day of November, 2015



BRUCE D SCHNEIDER, FOUNDER



ACTP
Accredited Coach Training Program
International Coach Federation