



## ... Retooling Retail™

The People Side  
of Future Retailing

## Empower your retail network

Ask anyone in the automotive industry what “future retailing” means and you’re likely to get a technology-based answer. From inventory management tools to customer touchpoint apps, there’s no shortage of technology available to help modernize your dealership. Add these options to consumer demands for digital relationships; new outlets for buying, leasing, or subscribing; and multigenerational staffing issues, and the result is dealerships grappling with significant disruption to their long-standing business models and ways of working.

Remaining competitive and profitable in a changing retail marketplace requires more than just the latest technology. It requires a well prepared, agile team and a modern business approach that seamlessly integrates physical and virtual environments.

### ... Prepare Your Dealerships to Excel in the Future

GP Strategies® automotive group has the expertise to help your dealerships achieve their full potential by challenging traditional mindsets and implementing new business models to remain relevant in the automotive retail landscape.

- More than **50 years** of automotive retail experience
- Over **200 associates** working with dealerships every day
- Operating **globally** with local delivery
- Your **workforce transformation** partner - now and in the future



## Manager Development

GP Strategies recognizes that true success occurs when all parts of the organization are united and ready to capitalize on opportunities together. We'll help you transform your managers from deal makers to team builders, equipping them with agile leadership skills to create a culture of engaged, committed employees.

## Performance Consulting

Our performance specialists focus on your objectives—globally or store-by-store—helping you develop and reach measurable performance targets. We identify performance gaps, determine and analyze their causes, and work closely with you to eliminate them.

## CX/EX/DX Design

The needs of your dealerships and their personnel are vitally important, whether your roadmap to future success includes new business processes or new technologies. Our solutions take into account the experiences of the customer (CX), the employee (EX), and the dealer (DX) to elevate organizational performance and bolster the health of your dealer network.

## Digital Retailing

Advances in workplace technology create the opportunity to seek efficiencies and bottom-line growth, but technology alone can only take you so far. Ultimately your people must adopt the tools and processes for virtual selling to thrive in a disrupted marketplace.

## Automotive Retail Academy

Your retail network needs a learning solution fit for the times—and for the multigenerational workforce supporting your brand. Designed to get your future leaders certified and performance-ready, while allowing them to learn in place and immediately apply their knowledge, ARA courses are delivered in half the time and at a lower cost than traditional management training. Take advantage of future-focused, scenario-based content and a leading-edge learning platform.



Move into the **future** of retail with an optimized workforce.  
To learn more visit **RetoolingRetail.com**.



## About GP Strategies

### More than 50 Years of Automotive Excellence

GP Strategies Corporation (NYSE: GPX) is a leading workforce transformation partner with decades of broad and deep experience in the automotive industry. Our people are educators, communications experts and operational leaders; they have served the automotive industry in manufacturing, distribution, marketing, dealer relations, dealership operations, and every facet of the customer experience, from the showroom to the service drive. Simply put, we know the car business... and what it takes to make it run effectively.



[gpstrategies.com](http://gpstrategies.com)

1.888.843.4784

[info@gpstrategies.com](mailto:info@gpstrategies.com)

GP Strategies World Headquarters  
70 Corporate Center  
11000 Broken Land Parkway, Suite 300  
Columbia, MD 21044 USA

