

FIRST NAME LAST NAME

City | Phone | email

AUTOMOTIVE SALES MANAGER

A resourceful, results-driven Automotive Sales Manager with vast experience in sales strategizing and business growth. Proven track record in cultivating and maximizing high-value business processes and systems in a large dealership. Valuable expertise in selling luxury and classic cars, using deep automotive knowledge and passion to develop client relationships and industry contacts. Skilled in setting objectives, forecasting sales targets and communicating them to teams and key stakeholders.

Sales style founded on strategic planning skills and a respect for client needs to drive revenue growth and client satisfaction. Use innovative techniques to lead teams by example and train/evaluate sales staff. Ability to think analytically and conduct market research to determine most effective marketing and advertising strategies. Adept in monitoring profitability and initiating change in order to enhance bottom line. Focused on maintaining a balanced new and pre-owned vehicle inventory.

AREAS OF PROVEN PERFORMANCE

Strategic Sales Growth • Client Relationship Building • Pre-Owned & New Car Sales • Sales Forecasting
Advertising & Marketing • Repeat Business • Negotiations • Team Building & Training • Process
Improvement • CRM (One-Eighty) • Automotive Industry Knowledge • Lease Portfolio Development

PROFESSIONAL EXPERIENCE

Title | City

Date

- Independently run a classic/collector car dealership, making vehicle acquisitions, arranging a leasing program and vehicle transportation; sell/lease 2-3 cars per month.

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Date

Building and leading a team of 8 sales people, grew the dealership from a small operation into one of the most profitable in Canada, selling up to 600 cars per year at an average of \$46K per unit.

Selected achievements

- Overseeing sales of new and pre-owned cars, maintained the highest market share in Canada for 5 years; named Top Sales Person in Canada and Top Level Sales Manager on separate occasions, as well as receiving numerous bonuses, awards and trips.
- Operated with a smaller team than competitors to achieve better profitability, and consistently exceeded targets in profits, CSI results and sales volume.
- Introduced leasing/financing products and warranty policies to the dealership, growing lease penetration to over 60% and achieving lease retention of 65%, making it the highest performing in Canada.
- Created and developed the dealership's pre-owned sales department, growing it from conception to selling around 40 units per month.
- Contributed to the allocation of a \$2M advertising budget and media plan development.
- Implemented effective sales training programs, interviewed and hired staff, and performed daily performance reviews.
- Created and implemented dealership processes and sales systems for staff to follow, such as sales calls scripts, service prospecting calls and CSI follow-ups.
- Coordinated product launch events, sponsorships, sales events, training events and other marketing/promotional activity.
- Developed leasing and financial systems, working with the financial department on credit, funding and rate/residual programs.