

Justin Lacon

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As a Jewelry Salesperson at TraxNYC, I apply my online retail and merchandising skills to sell high-end jewelry and accessories to customers worldwide. I handle customer inquiries and feedback.

Before joining TraxNYC, I worked as an Internet Sales Manager at and a Sales Agent at Hall Automotive, apart of the Mileone Autogroup, where I sold various brands of vehicles online and in person. I obtained multiple certifications from Jeep and Mopar, and achieved high customer satisfaction and retention rates. I am passionate about solution selling and peer mentoring.

Willing to relocate to: Virginia Beach, VA

Authorized to work in the US for any employer

Work Experience

Jewelry Consultant

TRAXNYC CORP-Manhattan, NY

June 2023 to June 2024

- Expertly collaborate with clients to understand their style preferences, guiding them through the jewelry customization process.
- Curate and design unique, bespoke jewelry pieces, incorporating a variety of gemstones and metals to meet individual tastes.
- Provide exceptional customer service by addressing inquiries, offering expert advice, and ensuring a seamless, personalized shopping experience.
- Cultivate strong client relationships, fostering trust and loyalty through attentive communication and attention to detail.
- Manage end-to-end customer interactions, from initial consultation to final delivery, ensuring customer satisfaction and exceeding expectations.
- Stay abreast of industry trends, gemstone knowledge, and jewelry craftsmanship to offer informed recommendations to clients.
- Uphold TraxNYC's reputation for high-quality, personalized jewelry, contributing to the company's commitment to excellence.

Internet Sales Manager

Hall Chrysler Dodge Jeep Ram-Virginia Beach, VA

March 2022 to June 2023

- Managing 300+ Active Clients a month
- Overcoming objections via Call, Text, Email or in Person
- Phone handling skills
- Adapting to communication methods that clients may prefer over traditional methods

- Managing Sales Staff to ensure they're promptly responding to leads given to them
- Facilitating deal structures for Financing options
- Ordering vehicle's for clients
- Structuring entire deals for Sales
- Organizing correct documents in order to properly fund deals
- Pre-Counseling clients to determine optimal route in the road to a sale
- Organizing Data for End of Month Performance Reports
- Analyzing data for Strengths and Weaknesses in our Sales Team and Interdepartmental uses
- Orchestrating Sales Training meetings on a weekly basis to discover different niches and further knowledge amongst the Sales Team

Sales Agent

Hall Chrysler Dodge Jeep Ram-Virginia Beach, VA
September 2020 to March 2022

- Highly skilled in Customer Satisfaction
- Expert in Product Knowledgeable for all three Brands for my entire Tenure at the Company
- Specialist with Business Owners and Affluent Clients
- Excelled at building Rapport with clients and closing deals
- Proficient at following up with clients who weren't able to be closed within the first opportunity
- Proficient at spotting Objections early in the process and overcoming them later within the process
- Following the set processes in order to close client efficiently whilst also adding my own personality to gain trust from the clients
- Securely handling all client's sensitive information.

Assistant Manager

Tire Choice-Virginia Beach, VA
February 2020 to September 2020

- Provide customers with professional and educated recommendations on tire purchases as well as repair and maintenance needs
- Assist in building and leading a team that is committed to executing outstanding work and providing exceptional customer service
- Assist in managing your store's budget and finances
- Assist in handling and resolving customer issues
- Advising Clients on Full Range of Repairs and Services as listed below

1. Oil changes
2. State inspections
3. Fluid changes
4. Scheduled maintenance
5. Brake, steering and suspension services

6. Battery and electrical services
7. Tune-Ups
8. Shock and strut replacement
9. Exhaust system and muffler services

Off Property Consultant

Diamond Resorts-Virginia Beach, VA
February 2017 to February 2020

- Timeshare Sales
- Outside Sales Skills
- Cold Lead Prospecting
- Customer Service

Sales Representative

Helzberg Diamonds-Virginia Beach, VA
November 2019 to December 2019

Education

High School Diploma

First Colonial High School - Virginia Beach, VA
September 2012 to June 2016

Skills

- Sales Management
- CRM Software
- Business Development
- Cold Calling
- Sales
- Negotiation (4 years)
- Inside Sales
- Marketing (6 years)
- Pricing (2 years)
- Management (2 years)
- Direct Sales (2 years)
- Upselling (2 years)
- Customer Relationship Management (2 years)
- Account Management (2 years)
- Social Media Management (1 year)
- Outside Sales
- Microsoft Outlook (2 years)

- Branding
- Business Analysis
- Research
- Forecasting
- Analytics
- Strategic Planning
- Public Relations
- Business Intelligence
- Recruiting
- Microsoft Powerpoint
- Product Development
- Market Research
- Merchandising
- Negotiation
- CRM software
- Sales
- Account management
- Direct sales
- Cold calling
- Marketing
- Customer service
- Branding
- Hospitality
- Workday
- Forecasting
- Typing
- Outside sales
- Business development
- English
- Upselling

Certifications and Licenses

Driver's License

Assessments

Retail customer service — Proficient

June 2024

Responding to customer situations in a retail setting

Full results: [Proficient](#)

Retail customer service — Proficient

June 2024

Responding to customer situations in a retail setting

Full results: [Proficient](#)

Sales skills — Proficient

February 2024

Influencing and negotiating with customers

Full results: [Proficient](#)

Indeed Assessments provides skills tests that are not indicative of a license or certification, or continued development in any professional field.