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Automotive Dealership

Summary:

Sales & F&I Expertise: Over 19 years of hands-on experience in automotive dealership operations, specializing in sales and F&I processes. Proven track record in driving high-efficiency sales strategies and maximizing net profits.

Leadership in Team Development: Strong leadership skills with a focus on training and mentoring sales teams, F&I professionals, and BDC staff. Committed to fostering a high-performance culture that consistently exceeds sales targets and customer satisfaction goals.

Technology Integration & Process Optimization: Adept at integrating advanced technology and AI solutions to streamline dealership operations, enhance customer engagement, and boost overall efficiency. Skilled in optimizing CRM systems, lead management, and marketing strategies.

Strategic Marketing & Revenue Growth: Experienced in developing and executing data-driven marketing campaigns that drive traffic, increase conversions, and grow revenue. Strong ability to build and maintain partnerships with software vendors and other key stakeholders to support dealership growth.

Professional Experience

Mission Ford of Dearborn

Assistant Used Car Selling Manager/F&I Manager

Dec 2024-Present

- Desk and close deals as Selling Manager; lead turnovers, coach sales team, and oversee BDC/lead follow-up to increase close rates, PVR, and CSI scores across all departments.
- Structure prime and subprime deals aligned to lender programs; deliver compliant menu presentations to maximize VSC, GAP, and ancillary product penetration in Finance and Insurance operations.
- Manage funding and contracting processes including auditing paperwork, titling documentation, resolving callbacks, accelerating days-to-fund metrics, and minimizing chargebacks to ensure profitability.
- Source and acquire used vehicle inventory through wholesale auctions; conduct comprehensive appraisals on trade-ins and wholesale acquisitions; retail sell vehicles and manage wholesale disposals to optimize gross profit and turn rates.
- Direct vehicle reconditioning operations including setting recon plans and budgets, coordinating with service vendors; price and re-price inventory strategically; manage used-car merchandising, photography, and digital listings across multiple platforms to maximize lead generation and sales conversions.

Tech-Savvy Auto

Mar 2023 – Dec 2024

Owner

- Strategic Consulting: Lead consulting projects to help car dealerships integrate technology into their operational processes. Focus on identifying areas for improvement and implementing tailored tech solutions to enhance efficiency and profitability
- Software Solutions Expertise: Spearhead the selling, reselling, and referring of specialized software services for automotive dealerships. Utilize deep industry knowledge to match the right software solutions with client needs, ensuring optimal operational efficiency
- Training and Development: Design and deliver comprehensive training programs on various dealership software. Equip dealership staff with the skills and knowledge to maximize the use of technology in their daily operations.
- AI Integration: Drive the adoption of AI technologies in dealership processes. Work closely with clients to demonstrate the benefits of AI, overseeing its integration and ensuring a seamless transition to more advanced operational methods.
- Partnership Management: Cultivate and maintain strong relationships with software companies. Leverage these partnerships to provide clients with state-of-the-art technology solutions, staying ahead of industry trends.
- Revenue Generation: Develop and execute strategies for various revenue streams including software reselling, vendor referrals, consulting fees, and training services.

Mopar Vehicle Protection
F&I Development Manager, Michigan

Mar 2020 - Mar 2023

- Developed targeted plans for Michigan Stellantis dealerships, increasing Mopar Aftermarket sales by 20% in Finance Departments.
- Advised dealers on reinsurance and revenue programs to enhance financial performance.
- Led recruitment, training, and development for Finance Managers, Salespeople, and Sales Managers, focusing on sales, service, and product expertise.
- Used real-time data to monitor performance and provide coaching for Finance and Sales departments.
- Collaborated with Service departments to train staff on aftermarket product sales in service lanes, improving customer experience and overall sales.

Elder Automotive Group
Business Development/Marketing Director, Detroit Metro, MI

July 2016- Mar 2020

- Established and led a central Business Development Center for 4 locations and 5 brands, managing over 3,000 monthly leads and setting high standards in customer service.
- Delivered sales and process training, improving strategies, customer engagement, and product knowledge.
- Managed marketing and advertising, coordinating campaigns and social media for unified online branding.
- Oversaw vendor relationships and CRM/software integration to streamline operations and data management.
- Launched targeted call and email campaigns that boosted engagement and revenue for Sales and Service.
- Supported Sales and Finance desks, facilitating transactions, negotiations, and deal closures across locations.

North Brothers Ford
Used Car Sales Manager, Westland, MI

Feb 2015 - Jun 2016

- Developed and executed strategic plans for used car sales, resulting in increased sales surpassing projections and market demand.
- Oversaw used vehicle sales floor operations, streamlining deal desking, closing sales, and maintaining high customer service standards to optimize processes.
- Recruited, trained, and supervised sales staff, fostering a motivated team through performance feedback and coaching.
- Managed internet leads with effective strategies for prompt follow-up and increased conversion rates, strengthening the online sales funnel.
- Supported finance and used vehicle management, ensuring smooth cross-departmental operations and positive customer experiences.
- Collaborated with advertisers on targeted campaigns, aligning marketing efforts with dealership sales goals.
- Directed appraisal, acquisition, and reconditioning of inventory to meet quality and market standards.

Serra Honda Grandville
New and Used Sales Manager, Grandville, MI

Aug 2012 - Dec 2014

- Developed and applied sales forecasting strategies, achieving consistent monthly sales growth.
- Led new and pre-owned vehicle sales operations, hiring and training staff to drive customer satisfaction and meet targets.
- Conducted advanced sales training programs to enhance team product knowledge and skills.
- Directed marketing and advertising initiatives, ensuring targeted brand promotion and increased sales.
- Managed inventory for both segments, aligning stock with market trends and customer needs.
- Created sales forecasting models that improved used vehicle inventory control by 20%.

Serra Honda Grandville
F&I Manager, Grandville MI

Sep 2010- Aug 2012

- Sold aftermarket F&I products to boost customer options and dealership profits.
- Analyzed DMS data to identify revenue opportunities, raising dealership profitability by 10%.
- Ensured financial compliance with state laws, resulting in zero penalties.
- Revamped F&I processes, doubling profits and improving CSI scores for better reputation and customer satisfaction.

Serra Honda Grandville**New & Used Internet Sales, Grandville, MI****Mar 2007 - Sep 2010**

- Achieved top monthly sales, consistently selling over 30 vehicles with leading gross profit.
 - Managed dealership website to boost online engagement and sales.
 - Improved customer engagement and satisfaction by 25% through effective CRM tracking.
 - Led internet sales department, optimizing digital processes for better efficiency.
 - Maintained strong relationships with website and third-party vendors for seamless operations.
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Certifications**Resource Automotive Finance and Insurance Training, Resource Automotive****Proactive Dealer Solutions BDC Management Training, Proactive Dealer Solutions****Core Competencies****Sales and Marketing**

Sales, Digital Marketing, Advertising Management, Lead Generation, Customer Database, Sales Service, Insurance Sales, Automotive Sales, Credit Unions, Paperwork, Clean Driving Record, Valid Driver's License, Leadership, Team Building, Presentation, Goal-Oriented, Upselling, Commission, Customer Follow-Up, Track Record of Success, Training, Consultative Selling, Negotiation, Energetic, Sales Volume, Technology Sales, SEM, SEO, Website and Social Media Management, Reputation Management, Email Marketing, Commitment, Desire to Succeed.

Customer Experience and Relationship Management Customer Experience, Customer Relationship Management, Customer Satisfaction, Communication Skills, Work Ethic, Professionalism, Teamwork, Customer Retention **Inventory and Automotive Industry:** Automotive and vehicle sales, accounting and financial management, credit analysis and loan processing, financial software and reporting, policies and procedures, confidentiality, insurance and credit reports, quotas, product offerings, buying, purchasing, leasing, auctions, closing and sales skills, management and supervision, federal and dealer regulations, planning and forecasting, report writing, data entry, analytics, graphic design, employee coordination, OEM relations, and Excel proficiency.

Business Development and Process Optimization Business Development, Process Scheduler, Streamlining, Lead Management, Federal Laws, Organizational Skills, IT, Ops, Morale, Attention to Detail, Positive Attitude, Training