Crystal Whitecross

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Relevant Experience

**2016-Present Autogross Marketing San Antonio, TX**

**Sales Trainer/Team Lead**

* Forecast weekly targets
* “warm call” potential customers
* “cold call” potential customers
* Train staff to better understand project/buying cycle/customer needs/
* Assist in closing deals
* Follow up on all dealership “unsold” leads
* Assist in finance
* Do phone and process training with dealership staff
* Hired/ trained and managed my own team along with doing my full time job. I was responsible for their target as well as my own .
* Send in nightly and weekly target/accountability paperwork to head office as well as FCA

**2014-2016 Jim Pattison Chrysler Surrey, BC**

Sales and Leasing

* Worked proficiently with DealerSocket
* Used social media avenues to advertise and sell cars
* Closed deals
* Specialized in truck sales
* SOLD CARS

**2013-2014 Mercedes-Benz Langley Langley, BC**

Sales and Leasing

* Was proficient with One-Eighty
* Worked out finance and lease payments
* Opened and closed dealership
* Closed deals
* Sourced cars
* SOLD CARS
* Had the highest gross every month I was there by a minimum multiple of 2.

**2013-2014 Applewood Kia Surrey,BC**

**2010-2013 Applewood Kia Langley, BC**

Sales and Leasing/Staff Training/Internet Manager

All Langley Kia Sales staff was transferred to Surrey in 2013 to find out if the Langley location was outselling the Surrey location because of staff for because of location. It was staff.

* Closed deals
* SOLD CARS
* Used social media to advertise and sell cars
* Implemented DealerSocket in the Langley Store. Trained all the staff on how to use it.
* Hired and trained all staff for Langley location
* Managed the internet portfolio and all e-leads for Surrey location
* Maintained weekly and monthly targets for both stores in new and used and for gross units and back end. Also for accessories.
* Consistently lead in both units and gross/per.

**2013 Milani Norman Langley, BC**

Sales

* Sourced cars
* Used social media avenues to advertise and sell cars
* Held highest gross per unit within dealership of all salesman
* I was offered a chance to learn about the used car market prior moving over to Applewood Kia Surrey. It ended up bring up my gross per unit/customer retention/ability to think outside the box (which I pride myself in) and overall knowledge of competitive products.

**2013 Orca Bay Suzuki Langley, BC**

Sales Manager

* All Applewood Kia Langley staff was moved to Applewood Kia Surrey. Suzuki needed a sales manager for a brief time during the transition after the announcement that they were pulling out of Canada.
* Sent in weekly reports to Suzuki
* Trained staff
* Managed Inventory
* Kept website up-to-date
* Opened and closed dealership
* Closed deals
* SOLD CARS

**2007-2010 The Chop Shop Cycle/CSC Auto Richmond, BC**

Sales Manager

* Ran day to day operations
* Purchased from both Manheim and ADESA Auto Auctions
* Imported and brokered high end cars for CSC Auto
* Held in house lease portfolio.

**2005-2007 English Bay Group(contract) Delta, BC**

Logistics-Inventory Control/Junior Buyer

* Negotiating terms with new and current carriers
* Warehouse management
* Inventory control
* Tracking movement of shipments
* Sourcing of products for R&D
* Cost of carrying analysis
* Invoice approval for accounting dept.

My duties included overseeing day-to-day warehouse activities and inventory levels, assuring on time delivery and stock, for both BC production plants as well as the Ontario and Ohio plants. I sourced goods and arranged transportation for all six English Bay companies.

**2001-2013 JW Research Ltd. (contract) Burnaby, BC**

Sales Supervisor/Customer Service Rep

* Managed and supervised sales team
* Set up Eastern Offices
* Set and was responsible for targets
* Trained new employees
* Was the top sales rep at JW. Was also the top sales rep including both competitive companies.
* Managed very strict hourly/daily target
* travelled extensively/ maintained ongoing business
* handled new accounts as well as problem accounts

**Education**

1998-1999 Columneetza Secondary Williams Lake, BC

Graduated from high-school

Grow Centre Williams Lake, BC

Simply Accounting 6

Douglas College New Westminster, BC

**Business Management (Transfer to BBC @ SFU and CPP @ PMAC)**

Macroeconomics

Microeconomics

Contemporary Business Management

2004 SFU Harbour Side Campus Vancouver, BC

**Introduction to Business Management (Transfer to CPP @ PMAC)**

2004PMAC Vancouver, BC

**Principles of Buying (in progress)**

**Principles of Transportation and Logistics**