1. Ordered and maintained suitable inventory of new and pre-owned vehicles to achieve volume and gross profit objectives.
2. Leveraged eLeads, CDK, DealerTrack, CUDL, AutoTrader, TrueCar, vAuto, KBB and other resources to drive new and used car sales.
3. Liaised with [Job title] to review sales versus objectives, needs and growth opportunities and resolve customer complaints to achieve overall gross profit and customer service objectives.
4. Promoted new and used vehicle sales to exceed dealership volume, gross profit and customer expectations.
5. Coached individual team members on daily basis to maximize unit volume, gross profit and earnings potential.
6. Grew retail sales volume in assigned territory [Number]% through strategic budgeting and product promotion.
7. Collaborated cross-functionally with headquarters, regional and other teams nationally to maintain consistent message and experience.
8. Recruited, hired, trained and managed sales team to set, achieve and exceed sales goals while controlling expenses and exceeding profit and CSI objectives.
9. Monitored sales team performance, analyzed sales data and reported information to area managers.
10. Aligned company goals with customer outcomes and increased satisfaction by automating contact management systems.
11. Engaged in product training, demonstrations, consumer awareness, branding and acquisition initiatives to raise awareness and revenues.
12. Increased retail volume by [Number]% in [Timeframe].
13. Maintained financial controls, planned business operations and control expenses while identifying and pursuing opportunities to grow business operations and boost profits.
14. Created and launched new online marketing strategies, resulting in [Number]% sales increase.
15. Devised sales strategies to increase points of distribution, shelf space, product positioning, consumer awareness, trial, conversion and user acquisition.
16. Hired, supervised and coached [Number] employees on sales strategies to optimize performance.
17. Coached and promoted high-achieving sales and account management employees to fill leadership positions with qualified staff and boost company growth.
18. Increased monthly gross sales from $[Number] to $[Number] and exceeded goals for sales, revenue and profit margins.
19. Increased regional market share [Number]% within [Number] months.
20. Closed average of [Number] sales calls each quarter.