



James Carter

NEW CAR SALES MANAGER

 (312) 555-7890

 james.carter@email.com

 Chicago, IL

SKILLS

New vehicle sales strategies	Expert
CRM software (Salesforce, DealerSocket)	Expert
Customer relationship management	Expert
Lead conversion optimization	Expert
Pricing and negotiation tactics	Expert
Team leadership and motivation	Expert

AWARDS

-  Received "Top Sales Manager of the Year" award at Lakeshore Auto Group for outstanding performance in 2024.
-  Led dealership to achieve its highest annual revenue in five years, setting a new sales benchmark.

PROFESSIONAL SUMMARY

Results-driven New Car Sales Manager with experience leading high-performing sales teams in competitive dealership environments. Proven track record of increasing new vehicle sales, enhancing customer satisfaction, and implementing successful marketing strategies. Adept at training staff, managing inventory, and maximizing dealership profitability.

EXPERIENCE

★ 2020 - Now

New Car Sales Manager

Lakeshore Auto Group / Chicago, IL

- Increase new vehicle sales by 30% within two years by refining sales techniques and implementing new customer engagement strategies.
- Develop and execute targeted marketing campaigns that boosted test drive appointments by 25% and improved showroom traffic.
- Manage a team of 12 sales associates, setting clear performance goals and providing ongoing coaching to improve productivity and morale.
- Build strong relationships with manufacturers and suppliers, ensuring optimal inventory levels and securing exclusive dealership incentives.

★ 2016 - 2020

Senior Sales Consultant

Windy City Motors / Chicago, IL

- Consistently ranked among the top three sales representatives in the dealership, exceeding monthly quotas by an average of 15%.
- Generated over \$4M in annual sales revenue through a combination of upselling, repeat business, and strong customer referrals.
- Assisted in training new hires by mentoring them on sales techniques, customer service, and product knowledge.
- Worked closely with the finance department to streamline the approval process, improving customer satisfaction and reducing deal finalization time.

EDUCATION

★ Bachelor's Degree in Business Administration

University of Illinois, Urbana-Champaign, IL

★ Certifications

- Automotive Sales Management Certification – NADA Academy (2023)
- Certified Automotive Digital Marketer – Automotive Dealer Institute (2022)