

# Helen Richardson

## Car Sales Manager

### AREAS OF EXPERTISE

Trade Ins

Sales Agreements

Motivating Team Members

Dealer Incentives

Extending Warranties

Car Leasing & Rental

Creating Results

Enhancing a Dealerships  
Image

Dealership Operations

Customer Follow Up

Internet Marketing

Used Automobile Sales

### PROFESSIONAL

Advanced First Aid

Chief Executive of a  
Environmental Charity  
(voluntary position)

Fluent in English, French,  
German

### PERSONAL DETAILS

Helen Richardson  
Dayjob Ltd  
The Big Peg  
Birmingham  
B18 6NF  
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E: info@dayjob.com

Nationality: British

### PERSONAL SUMMARY

An assertive, self-starter who loves to sell, thrives in a fast paced environment and understands the automotive retail industry inside out. Helen has extensive product knowledge of the latest vehicle models, and is more than able to roll up her sleeves and drive performance forward. As someone who has learnt about the automotive business from the ground up, she knows exactly how to play a significant role in managing a showroom and territory. Right now she has a strong desire to work in an environment that offers uncapped earning potential. Her aim is to join an automotive retailer who is looking for an experienced outside sales manager to join their winning team.

### SALES ACHIEVEMENTS & CAREER HISTORY

#### **Vehicle Sales Showroom – Birmingham, UK**

CAR SALES MANAGER

Jan 2012 – Present

**Sales Target: \$3 M - Sales Achieved: \$3.2 M**

Responsible for creating and organizing all the sales activities for the Sales division, and for ensuring that all staff adhere to company policies, procedures, and safety standards.

#### **Duties:**

- Explaining vehicle features, controls, accessories and benefits to customers.
- Conducting daily and weekly sales meetings with showroom sales staff.
- Determining individual and team sales goals.
- Ensuring that accurate customer data is kept in administrative databases.
- Finding out a customer's vehicle needs through talking to them.
- Arranging for vehicles to be delivered to customers on time.
- Developing and coordinating best practice for the most efficient and effective sales approach.

#### **Car Rental Company – West Bromwich, UK**

ASSISTANT CAR SALES MANAGER

Jan 2011 – Dec 2011

**Sales Target: \$2.5 M - Sales Achieved: \$3.1 M**

#### **Showroom – Coventry, UK**

BUSINESS DEVELOPMENT MANAGER

Mar 2010 – Jan 2011

**Sales Target: \$1.6 M - Sales Achieved: \$2.2 M**

### KEY COMPETENCIES AND SKILLS

#### **Retail Car Marketing**

- Comprehensive knowledge of vehicle equity, values and trade-in options.
- Able to lead by example.
- Understanding of all applicable laws governing the sale or lease of a vehicle.
- Ability to work effectively with all levels of a organization.
- Detail oriented and analytical with solid organizational skills.

### ACADEMIC QUALIFICATIONS

#### **Central Coventry University, West Midlands**

2002 - 2005

BA (Hons) – Sales & Marketing

#### **North Birmingham College, West Midlands**

2001 - 2002

Diploma in Hotel Management

NEBOSH Health and safety general certificate

**REFERENCES** – Available on request.



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