RUTHERFORD KEYES

Personal details

Name
Rutherford Keyes

Address
289 Carport Ave
Omaha, NE, 68007

Phone number
123-456-7890

Email
example@cvmaker.com

Skills

- Automotive sales
- Customer needs assessment
- Vehicle demonstrations
- Sales negotiation
- Customer retention
- Financing and leasing knowledge
- Warranty and add-on sales
- Cold calling and lead follow-up

Automotive sales professional experienced in vehicle sales, customer relationship management, and negotiation. Generates over $450,000 in annual sales through product knowledge, follow-up, and an understanding of customer needs. Recognized as Salesperson of the Year in 2021, with a record of exceeding quotas and increasing warranty sales.

Work experience

Car Salesperson
Sep 2015 - Present

Omaha Ford, Omaha, NE

- Build lasting customer relationships, expanding the customer base by 25% and generating over $450,000 in annual sales.
- Identify customers' budgets, preferences, and driving needs to recommend suitable vehicles.
- Explain vehicle features and coordinate test drives to help customers compare options.
- Educate buyers on available financing and leasing options, coordinating with the finance team throughout the purchase process.
- Increased warranty sales by 10% by explaining relevant coverage options and their benefits.
- Maintain contact with prospective and existing customers to answer questions and encourage repeat business.
- Earned Salesperson of the Year in 2021.

Car Salesperson
Jan 2013 - Sep 2015

Honda of Omaha, Omaha, NE

- Conducted targeted cold calls that contributed to a 15% increase in sales.
- Followed up with customers after inquiries and purchases, achieving a 70% customer retention rate.
- Reached 125% of the annual sales quota in 2014.
- Presented vehicle specifications, pricing, and available options to help customers make informed decisions.
- Coordinated with dealership colleagues to prepare vehicles and documentation for customer handovers.

EDUCATION AND QUALIFICATIONS

High School Diploma
2013

Omaha High School, Omaha, NE

References

Daniel Mercer
Sales Manager | Omaha Ford
(402) 555-0146
daniel.mercer@example.com

Rachel Bennett
Honda of Omaha
(402) 555-0182
rachel.bennett@example.com