



CONTACT INFORMATION



(704) 555-0142



marcus.delaney@example.com



Charlotte, NC

KEY SKILLS

- Vehicle walk-arounds and feature demos
- Test drive presentation
- Trade-in appraisals and ACV conversations
- Finance and lease structuring basics
- DealerSocket and VinSolutions CRM
- Internet lead response
- Negotiation and objection handling
- Bilingual: English/Spanish (conversational)

MARCUS DELANEY

Car Salesman

Car sales professional with 6 years moving new and pre-owned inventory across domestic and import lots. Top-three closer most months, with repeat and referral business driving roughly half of monthly volume. Comfortable on the floor, on the phone, and on video walk-arounds.

PROFESSIONAL EXPERIENCE

2021 - Present

Senior Sales Consultant | Pinecrest Toyota, Charlotte, NC

- Averaged 18-22 units per month across a mix of new Camry, RAV4, and certified pre-owned inventory.
- Closed \$4.2M in retail sales in 2023, ranking #2 of 14 consultants on the floor.
- Built a referral pipeline that now accounts for nearly 40% of monthly deliveries.
- Trained two new hires on the dealership CRM, daily call cadence, and walk-around script.
- Recognized as Salesperson of the Month six times since joining.

2019 - 2021

Sales Consultant | Riverbend Ford, Gastonia, NC

- Sold an average of 14 units per month, mixing F-150s, Explorers, and used inventory.
- Followed up on internet leads within 10 minutes during showroom hours, lifting appointment-show rate above 60%.
- Hit 100% of monthly volume targets in 19 of 24 months on the floor.
- Used DealerSocket to track every up, test drive, and follow-up call.

EDUCATION

Associate of Applied Science, Business Administration, Central Piedmont Community College, 2019

Toyota Certified Sales Professional, 2022