



RENEE CALDWELL

Car Salesman

Fifteen-year automotive sales veteran with experience across luxury and mass-market brands. Consistent top-producer who has stepped into floor manager and finance roles. Known for coaching new hires, rebuilding underperforming sales teams, and protecting front-end gross.

Contact Information



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Plano, TX 12345

Education

Bachelor of Business Administration,
University of Houston, 2010

AFIP Certified Finance Professional,
2019

Lexus Master Sales Professional

Key Skills

- Desking and deal structure
- Front-end gross protection
- BDC operations and call monitoring
- F&I product menu selling
- Sales team hiring and onboarding
- Inventory turn and aging plans
- vAuto, VinSolutions, Reynolds, CDK
- Manufacturer reporting and stair-step programs
- CSI and reputation management
- Coaching and one-on-one development

Professional Experience

SALES MANAGER | STERLING LEXUS OF NORTH DALLAS, PLANO, TX 2021 – PRESENT

- Run a 16-person sales floor moving 280-320 new and CPO units per month.
- Lifted store front-end gross per unit from \$2,150 to \$2,860 over 18 months by tightening desk procedures.
- Rebuilt the BDC playbook, cutting average lead response time from 38 minutes to under 6.
- Hired and onboarded 11 consultants, with 9 still on the team and 4 ranked in the top half of the floor.
- Run weekly save-a-deal meetings and Monday product training on new Lexus model launches.

FINANCE MANAGER | BROOKHAVEN BMW, DALLAS, TX 2018 – 2021

- Averaged \$1,640 per copy in F&I product income across 90-110 deals per month.
- Held a 78% product penetration rate on extended service contracts.
- Partnered with sales managers on every desked deal to protect gross and structure lease terms.
- Maintained a chargeback rate under 3% across three years in the box.

SENIOR SALES CONSULTANT | GALLERIA AUDI, HOUSTON, TX 2014 – 2018

- Top producer in 2016 and 2017 with 232 and 248 unit deliveries.
- Built a luxury repeat-and-referral book that drove more than 60% of personal volume by year three.
- Hosted private model launch events for prior customers, generating 20-30 incremental deliveries per launch.
- Selected as a CPO product specialist for the store.

SALES CONSULTANT | CYPRESS NISSAN, HOUSTON, TX 2010 – 2014

- Averaged 16 units per month on Altima, Rogue, and Frontier inventory.
- Recognized in the Nissan Sales Society for three consecutive years.
- Trained six new hires on the dealership CRM and showroom process.