



JORDAN PHAM

Car Salesman

CONTACT INFORMATION



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Naperville, IL 12345

EDUCATION

**Bachelor of Arts, Communications,
Illinois State University, 2019**

**Honda Sales Professional
Certification, 2023**

Mazda Master Certified, 2021

KEY SKILLS

- Lease vs. finance presentations
- Trade-in appraisals using vAuto
- F&I product introduction
- VinSolutions, DealerSocket, Reynolds CRM
- Internet lead conversion
- Walk-around and feature-benefit selling
- Objection handling and closing
- CSI follow-up calls
- Inventory and key management

ABOUT ME

Five years on the floor selling Honda, Mazda, and Chevrolet inventory. Consistent 15-plus unit producer with strong CSI scores and a growing repeat-customer base. Comfortable structuring lease deals and walking customers through F&I add-ons before the box.

PROFESSIONAL EXPERIENCE

Sales Consultant I 2022 - Present

Westbrook Honda, Naperville, IL

- Sold 196 units in 2023, finishing the year third on a 12-person sales team.
- Maintained a CSI score of 94 across the year, above the regional benchmark of 89.
- Closed roughly 35% of internet leads I worked, up from a store average near 22%.
- Specialize in Civic and CR-V lease conversions, working with the F&I manager to land 1.8 products per deal.
- Mentor a rotating pair of new hires through their first 90 days on the floor.

Sales Consultant I 2020 - 2022

Lakeshore Mazda, Aurora, IL

- Averaged 13 units per month on CX-5 and Mazda3 inventory, plus pre-owned crossovers.
- Built a Saturday open-house event that brought in 40-60 extra ups per weekend.
- Earned Mazda Master Certified status in year two.

Internet Sales Associate I 2019 - 2020

Highline Chevrolet, Oak Park, IL

- Worked 60-80 inbound internet leads a week through Dealer.com and AutoTrader.
- Booked appointments at a 28% rate and handed off qualified buyers to the floor team.
- Logged every touch in Reynolds and Reynolds, keeping the lead-aging report clean.