

Summary

Self-starting, goal-oriented sales professional whose extensive experience has promoted success for a high-quality company ranked number one in sales volume nationally. Knowledgeable in all phases of client service with a track record of outstanding customer satisfaction. Proven success in establishing and maintaining a loyal customer base. Consistently honored for exceeding sales and service expectations.

Accomplishments

- Nissan Sales Guild Recipient 1989 - 1997
- General Motors Sales Manager Mark of Excellence Membership 1998 - 2008
- Cadillac Sales Guild Recipient 2003-2008
- General Motors Sales Award Recipient 2003-2008
- Top Performing Sales/Finance Professional at Industry Leading Cadillac Franchise

Experience

Cadillac

Sales and Finance Manager

Hackensack, New Jersey

March 2003 to Present

- Establish relationships with prospective buyers through prospecting, referrals, internet inquiries and previous client base to exceed personal and company sales goals.
- Extensive product knowledge training to ensure client inquiries are satisfied.
- Provide financing and leasing options to clients through direct contact with multiple financial institutions.
- Train and manage four sales assistants to provide support to sales team.
- Receive payments and obtain credit authorizations.
- Troubleshoot and resolve client concerns and needs on a daily basis.
- Developed and maintain client communication tracking system.
- Active participant in weekly sales team meetings.

Cadillac Nissan

Sales and Finance Manager

Hackensack, New Jersey

October 1989 to March 2003

- Achieved rank of number one auto sales professional within four months of hire.
- Promoted to Sales Closer Manager responsible for ensuring sales goals are met.
- Promoted to Desk Manager responsible for all daily operations of multi-million dollar auto dealership.

Education

Bergen Community College

Business Administration

Paramus, New Jersey

1980-1982

Additional Training

- AIS Finance and Insurance Training Corporation, Atlanta, Georgia 2001
- General Motors Dealer World Product Training 1998-2008

References available upon request

John Sherlock

Professional Sales Manager

201.288.1111 ▪ Sherlock@gmail.com

Sales leader known for ability to cultivate strong relationships with customers; produce exemplary sales volumes; and grow profitability

Experienced

Award winning sales professional who consistently achieves General Motor's pinnacle appointment as a Mark of Excellence Sales and Finance Manager. Proven success in establishing and maintaining a loyal customer base and producing outstanding customer satisfaction ratings.

Income Producing

Successfully completes an average of 25-30 Cadillac sales transactions per month, approximately 85% above the regional district market area. Maintains a 45% average closing rate, a full 50% greater than national rankings.

Award Winning

General Motors Sales Manager Mark of Excellence Appointments, consecutively 2003 to 2008

General Motors Sales Award, consecutively 2003 to 2008

Nissan Sales Guild, consecutively 1989 to 1997

Top Performing Sales and Finance Professional at Industry Leading Cadillac Franchise, 2008

Professional Sales and Leadership Experience

GM Mark of Excellence Sales and Finance Manager

2003 to Present

Cadillac, Hackensack, NJ

The world's largest Cadillac dealer in sales volume since 2003

Responsible for partnering with customers throughout the entire lease or purchase process including product selection, negotiation, insurance and financing, documentation and delivery. Maintains positive customer relationships by managing all post-purchase/lease needs.

- **Continuously maintains elite position as a General Motors Mark of Excellence Sales and Finance Manager** by consistently surpassing all eligibility requirements including sales objectives, customer satisfaction and education and training.
- **Recognized for producing a 95.7% customer satisfaction** rating against an 89% regional average.
- **Approaches the growth and retention of customer relationships** with a philosophy of providing continuous support beyond the day of sale, earning a 3.97 out of 4.0 (approximately .10 above the regional average) for Cadillac's measurement of overall sales professionalism.
- **Built a stellar reputation** for conducting business with the highest ethical standards and respect for customer needs and interests.
- **Stellar audit record** regarding the dealership's fiduciary interests with federal regulations.
- **Developed and implemented a database tracking system** for lease customers in order to proactively expedite timely lease renewals or new purchase agreements.
- **Maintains a diverse customer base** spanning a wide range of professions, including: medical professionals, small business owners, educators, attorneys, CEO's, professional athletes and celebrities.

Cadillac Sales Guild General Manager

1989 to 2003

Cadillac Nissan, Hackensack, NJ

Premier Cadillac Master Dealer

Managed a successful sales team producing above average monthly sales ranging from \$400k - \$500k.

- Consistently exceeded goals as a member of the Nissan Sales Guild – top performing sales professionals.
- Achieved rank of number one auto sales professional within four months of hire.
- Provided continuous sales support and reviewed and decisioned all product sales agreements.
- Managed dealer marketing programs through all media outlets including television and print media.
- Strategically developed programs to attract customers to the dealership.
- Provided training to sales, finance and support staff.
- Maintained and managed productive vendor relationships for financing, leasing and insurance purposes.
- Promoted to several positions, including: Desk manager, Sales Closer Manager and General Manager.

Professional Training

Mark of Excellence, General Motors Dealer World Product Training

1998 to Present

Continuous participation in offsite, in-house and online training and testing in all aspects of product knowledge, sales and marketing.

Training Highlights:

- Product Lines
- Buyer Demographics
- Competitive Analysis
- Buying Culture
- Market Segment
- Procedures

Cadillac, Hackensack, NJ

2003 to Present

Participates in regular sales and customer satisfaction training programs on the dealer and manufacturer level.

Cadillac Nissan, Hackensack, NJ

1989 to 2003

Presented and participated in product, sales and customer satisfaction training programs.

AIS Finance and Insurance Training Corporation, Atlanta, GA

2001

Earned Finance and Insurance Certification

Volunteer Activities

Bergen Community College, Paramus,

2009 to Present

Developed and managed an educational program by which a class of 28 senior level business students produced their final exam thesis.

- Created and presented an in class power point presentation titled, “The Business Atmosphere in Today’s Economic Environment”
- Coordinated and hosted five visits of the students to observe and evaluate aspects of the auto sales industry, including: business atmosphere; sales and service management; and conveniences to customers.

Education

Bergen Community College, Hackensack, NJ

Business Administration degree coursework