

# BENJAMIN LEE

Assistant Car Salesman

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## PROFESSIONAL SUMMARY

Enthusiastic Assistant Car Salesman with 7 years of experience in the automotive industry, adept at building rapport and understanding customer needs. Proven track record of delivering tailored automotive solutions that drive sales and enhance customer satisfaction. Passionate about contributing to a high-performing sales team and fostering a positive dealership environment.

## WORK EXPERIENCE

**Assistant Car Salesman**  
Maple Leaf Consulting

Apr / 2021-Ongoing  
Toronto, ON

- Developed and implemented sales strategies to increase market share.
- Analyze automotive market trends to provide insights into competitive models and consumer preferences.
- Develop strong relationships with customers by maintaining rapport, suggesting trade-ins, and engaging in community events.
- Qualify buyers by assessing their requirements and interests, matching them with suitable vehicle options.
- Negotiate sales terms, including pricing and financing, to ensure customer satisfaction and loyalty.
- Provide sales management information by maintaining accurate records and completing reports on customer interactions.
- Continuously update job knowledge through training sessions and industry publications to improve sales techniques.

**Car Salesman**  
Summit Peak Industries

Apr / 2018-Apr / 2021  
Denver, CO

- Greet all customers with a friendly demeanor and assist them in identifying their automotive needs.
- Engage with customers to provide detailed information about vehicle options and features.
- Facilitate test drives while explaining warranty options and vehicle services.
- Prepare and present quotes, including financing and leasing options for new and used vehicles.
- Overcome customer objections and successfully close sales, ensuring a positive buying experience.
- Implement a follow-up system to ensure customer satisfaction, leading to repeat business and referrals.

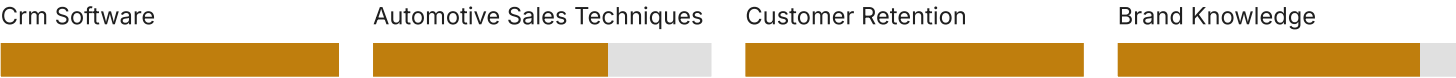
## EDUCATION

**Associate of Applied Science in Automotive Technology**  
City College of New York

Apr / 2015-Apr / 2018  
Phoenix, AZ

Acquired hands-on experience in automotive systems, focusing on sales and customer service techniques.

## SKILLS



## ACHIEVEMENTS

- Achieved 120% of monthly sales targets through effective customer engagement and follow-up.
- Increased customer retention rate by 30% through personalized follow-up and satisfaction surveys.
- Successfully launched a promotional campaign that resulted in a 25% increase in foot traffic to the dealership.