

ELIJAH NUNEZ

AUTOMOTIVE SALES ASSOCIATE

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STRENGTHS

-  **Customer Discovery**
Asked careful questions during showroom visits, then matched transportation needs with practical vehicle choices. Customers often returned for guidance.
-  **Product Demonstrations**
Turned unfamiliar safety, technology, and package features into useful benefits. One clear walk-around often changed buyer confidence.
-  **Follow-Up Discipline**
Built CRM reminders after inquiries, visits, and deliveries. Consistent check-ins kept conversations moving and opened referral opportunities.
-  **Objection Handling**
Used transparent comparisons for payment, trade, availability, and feature concerns. Calm explanations kept difficult conversations productive.
-  **Team Coordination**
Worked closely with BDC, inventory, finance, and managers during busy floor periods. Shared updates reduced delays for customers.

SKILLS

- Automotive Sales Vehicle Sales
- Product Demos
- Vehicle Technology
- Customer Discovery
- Active Listening
- Objection Handling Test Drives
- Web Leads Phone-Ups

SUMMARY

Automotive sales professional with six years guiding shoppers from first inquiry through delivery while building repeat and referral business. Creates trust through **thoughtful questions**, active listening, clear vehicle comparisons, and practical demonstrations of safety systems, connectivity, packages, and ownership benefits. Manages new and used inventory conversations, **web leads**, phone-ups, showroom traffic, test drives, CRM follow-up, **aftermarket products**, backend offerings, and referral requests. Partners with BDC teams, finance personnel, inventory staff, and Sales Managers on appointments, activity reviews, customer feedback, and daily priorities. Recognized for prompt communication, positive customer experiences, and dependable follow-through. Ready to contribute flexible weekday and Saturday availability, **clean driving record**, professional presentation, and strong product-learning habits within a customer-first dealership that develops management from within.

EXPERIENCE

Automotive Sales Associate

Riverbend Motors  September 2023 - Present  Naperville, IL

- Owns customer journeys across **web leads**, phone inquiries, showroom traffic, new inventory, used inventory, demonstrations, CRM follow-up, and delivery coordination. Partners with finance, BDC, inventory staff, and Sales Managers while connecting vehicle benefits with customer needs and ownership plans.
- Converted web leads into showroom appointments through timely **CRM follow-up** and focused discovery questions.
 - Presented new and used vehicle demonstrations covering safety, infotainment, packages, and driver-assistance technology.
 - Connected aftermarket and **backend products** with vehicle age, customer usage, and ownership plans during finance conversations.
 - Resolved payment, trade-in, availability, and feature objections through transparent comparisons and structured product discussions.
 - Reviewed activity, appointments, lead response, and customer feedback with **Sales Manager** during daily performance meetings.
 - Earned positive Google and DealerRater mentions through **prompt** communication after appraisals, finance steps, and deliveries.

Automotive Sales Consultant

Prairie View Auto Center  September 2022 - August 2023  Plainfield, IL

- Guided buyers through new and pre-owned vehicle choices while balancing budget, family needs, technology preferences, availability, and timing. Managed digital inquiries, phone-ups, floor coverage, CRM records, post-sale communication, and **BDC coordination**, earning broader weekend responsibility through dependable customer service.
- Matched family, budget, transportation, and technology needs with available new and pre-owned inventory.
 - Simplified walk-around and road demonstrations so first-time buyers could use controls and connectivity confidently.
 - Documented digital **leads**, **phone-ups**, appointment outcomes, and buying signals in CRM for manager review.
 - Built post-sale check-ins that answered ownership questions and opened referral conversations with delivered customers.
 - Coordinated BDC and inventory staff to confirm availability and reduce customer waiting during busy floor periods.

Floor Traffic BDC Coordination

CRM Organization

Referral Development

Backend Products

LANGUAGES

English Native

Spanish Proficient

MY CAREER



- Automotive Sales Associate at Riverbend Motors (3 Years)
- Automotive Sales Consultant at Prairie View Auto Center (11 Months)
- Vehicle Sales Representative at Crescent City Auto Group (11 Months)
- Automotive Sales Trainee at Fox Valley Automotive Sales Academy (1.2 Years)

- Earned expanded weekend coverage after consistent attendance, professional presentation, and **courteous** buyer communication.

Vehicle Sales Representative

Crescent City Auto Group 📅 September 2021 - August 2022 📍 Oswego, IL

Supported showroom customers from greeting through selection by translating commuting, cargo, passenger, and lifestyle priorities into clear vehicle recommendations. Studied model details, incentives, trims, packages, and emerging technology while coordinating BDC handoffs, manager **reviews**, demonstrations, follow-up, and review requests.

- Used open-ended questions and **active listening** to connect lifestyle requirements with practical vehicle recommendations.
- Studied trims, incentives, packages, specifications, and technology for accurate showroom product conversations.
- Adapted new and used vehicle demonstrations around each buyer's familiarity with automotive features.
- Recorded prospect objections and next actions in CRM after visits and **test drives**.
- Coordinated lead assignments, appointment preparation, floor handoffs, and daily priorities with BDC and **Sales Manager**.
- Suggested **social check-ins** and review requests that helped delivered buyers share useful ownership feedback.

Automotive Sales Trainee

Fox Valley Automotive Sales Academy 📅 June 2020 - August 2021 📍 Elgin, IL

Completed supervised automotive sales training through classroom practice, role-play, showroom observation, and weekend event support. Built early capability in **customer discovery**, product presentation, test drives, CRM organization, follow-up, **objection handling**, professional conduct, and accurate feature-to-benefit communication across varied vehicle types.

- Completed supervised training in discovery, product presentation, test drives, CRM use, and showroom conduct.
- Practiced feature-to-benefit explanations for sedans, SUVs, trucks, and certified pre-owned vehicles.
- Shadowed sales representatives during **floor traffic**, **phone-ups**, demonstrations, and delivery preparation.
- Created appointment confirmations and buyer check-in templates under **Sales Manager** review and coaching.
- Applied role-play techniques for price, trade value, availability, payment, and competing vehicle objections.
- Supported weekend events with dependable attendance, polished presentation, and **clean driving record**.

PROJECTS

Customer Follow-Up Workflow 📅 2024

Worked with sales peers on a shared follow-up approach for active buyers, unsold prospects, and delivered customers. Clear next steps helped conversations feel personal rather than mechanical, supporting referral discussions and steadier showroom continuity.

Vehicle Technology Demo Library 📅 2023

Collaborated with colleagues on concise demonstrations for infotainment, connectivity, safety systems, and driver-assistance features. Peer feedback made explanations easier for first-time buyers and gave customers more confidence during test drives.

LEADERSHIP & AWARDS

- Customer Experience Recognition, Riverbend Motors, 2025
- Quarterly Follow-Up Excellence Award, Prairie View Auto Center, 2023
- Dean's List, Waubensee Community College, 2019
- Peer Coach, Fox Valley Automotive Sales Academy, 2021
- Volunteer, Community Vehicle Safety Fair, 2024 - Present

EDUCATION

Associate of Applied Science in Marketing

Waubonsee Community College 🎓 GPA: 3.7 📅 2020 📍 Sugar Grove, IL

Coursework: Consumer behavior, sales management, marketing communications, business mathematics

CERTIFICATIONS

- Illinois Driver's License with Clean Driving Record 📅 2020
- Automotive Sales Fundamentals Certificate, NADA Academy 📅 2022

TECHNICAL SKILLS

- **Automotive Inventory:** New vehicles, Used vehicles, Certified pre-owned vehicles
- **Sales Channels:** Web leads, Phone-ups, Floor traffic
- **CRM Systems:** Prospect records, Client records, Follow-up reminders
- **Vehicle Demonstrations:** Walk-arounds, Test drives, Feature presentations
- **Product Knowledge:** Trim levels, Optional packages, Vehicle technology
- **Customer Engagement:** Discovery questions, Active listening, Referral follow-up
- **Sales Support:** BDC coordination, Inventory coordination, Finance coordination
- **Backend Products:** Aftermarket products, Protection options, Ownership plans
- **Review Platforms:** Google Reviews, DealerRater Reviews, Facebook check-ins
- **Sales Reporting:** Daily objectives, Activity reviews, Customer feedback
- **Office Applications:** Microsoft Office, Email, Calendar scheduling
- **Compliance Readiness:** Clean driving record, Background check, Drug screen

PROFESSIONAL AFFILIATIONS

- Member, Illinois Automobile Dealers Association Emerging Professionals Network, 2023 - Present
- Volunteer, Community Vehicle Safety Fair, 2024 - Present

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST