

Derek Holloway

Automotive Sales Consultant

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SUMMARY

Automotive Sales Consultant with 5 years selling new and pre-owned vehicles in Columbus, averaging 16 units a month with a 94% customer satisfaction score. Pairs deep product knowledge and consultative selling with steady referral prospecting, and works evenings and weekends as the floor needs.

SKILLS

Consultative Selling • Product Knowledge • Sales • Negotiation • Vehicle Demonstrations • CRM
Trade-In Appraisals • Referral Prospecting • Customer Service • Communication Skills

EXPERIENCE

Automotive Sales Consultant

03/2023 - Present

Scioto Valley Auto Mall

Columbus, OH

New and pre-owned dealership selling about 300 vehicles a month.

- Sell an average of **16** units a month, ranking in the top 3 of 18 consultants for 8 of the last 12 months.
- Run vehicle demonstrations and test drives built around each buyer's commute, family and budget, closing 28% of showroom ups.
- Lead price and trade negotiation with buyers and the desk, holding average front gross at \$1,700 per unit.
- Drive referral prospecting with CRM follow-ups at 3, 30 and 90 days; repeat and referral buyers now make up 35% of sales.

Automotive Sales Associate

06/2021 - 02/2023

Easton Pre-Owned Center

Columbus, OH

Independent pre-owned dealer with 250 vehicles in stock.

- Sold 11 pre-owned vehicles a month on average and earned Rookie of the Year in 2021.
- Walked trade-ins with the used car manager and gathered details for 40 trade-in appraisals a month.
- Completed product knowledge training on 25 top-selling models within the first 90 days.

EDUCATION

Associate of Applied Business

05/2021

Columbus State Community College

Columbus, OH

Marketing

CERTIFICATES

Ohio Motor Vehicle Salesperson License

Ohio Bureau of Motor Vehicles

06/2021

Ohio Driver License, Clean Driving Record

Ohio Bureau of Motor Vehicles

08/2017