

Nicole Ferraro

Internet Sales Consultant

📍 Charlotte, NC 📞 (704) 555-0141 ✉ nicole.ferraro@email.com 🌐 [linkedin.com/in/nicoleferraro](https://www.linkedin.com/in/nicoleferraro)

SUMMARY Internet Sales Consultant with 4 years in dealership sales, the last 2.5 converting online leads into showroom deliveries in Charlotte. Works independently on internet lead management in CRM software, sends video walkarounds and price quotes, and closes 14 units a month on average.

EDUCATION **Associate of Arts** 05/2022
Central Piedmont Community College Charlotte, NC
Business

EXPERIENCE **Internet Sales Consultant** 04/2024 - Present
Queen City Auto Group Charlotte, NC
Three-store dealer group with a dedicated internet sales team.

- Respond to **300+** internet leads a month within 10 minutes using CRM software templates and personal replies.
- Record video walkarounds and send price quotes that lifted the lead-to-appointment rate from 18% to 27%.
- Sell an average of 14 units a month from online leads, ranking first of 6 internet consultants.
- Handle appointment setting and phone prospecting on aged leads, booking 60 showroom visits a month.

Sales Consultant 08/2022 - 03/2024
Ballantyne Motors Charlotte, NC
New and used dealership in south Charlotte.

- Sold 12 new and used vehicles a month on the showroom floor and built a referral list of 150 past buyers.
- Delivered customer service that earned a 95% CSI score across 2023 surveys.
- Logged every guest visit and follow-up in the CRM, which led to a move onto the internet team.

SKILLS CRM Software • Internet Lead Management • Appointment Setting • Phone Prospecting
Video Walkarounds • Price Quotes • Sales • Customer Service • Communication Skills

CERTIFICATES **North Carolina Motor Vehicle Salesperson License**
North Carolina DMV
08/2022