

Gregory Sims

INTERNET SALES MANAGER

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— SUMMARY

Internet Sales Manager with 7 years in automotive internet sales, the last 3 running a 7-person team that sells 120 units a month from online leads in Pittsburgh. A former top-ranked online consultant who owns lead management, CRM systems and lead source budgets, and reports results to the general manager every week in Excel.

— SKILLS

Other Skills: Internet Sales, Lead Management, CRM Systems, Excel, Lead Source Budgeting, Appointment Setting, Sales Reporting, Customer Service, Communication Skills

— EXPERIENCE

Internet Sales Manager

08/2023 - Present

Three Rivers Auto Group

Pittsburgh, PA

Two-store dealer group receiving about 1,400 web leads a month.

- Lead **7** internet consultants who sell 120 units a month, up 30% since 2023.
- Cut first-response time on 1,400 monthly leads from 42 minutes to 6 with CRM systems routing and alerts.
- Manage a \$28,000 monthly lead source budget, dropping 2 weak providers and lowering cost per sale 22%.
- Build weekly Excel reports on close rate, show rate and gross by source for the general manager.

Internet Sales Consultant

06/2019 - 07/2023

Monroeville Motors

Monroeville, PA

New and used dealership east of Pittsburgh.

- Sold 15 units a month from internet sales leads, ranking first of 5 online consultants in 2022.
- Wrote email and text templates for lead management that lifted reply rates 18%.
- Coached 4 new consultants on CRM follow-up and phone appointment setting.
- Answered chat and phone leads within 10 minutes on evening shifts, booking 60 showroom appointments a month.

Sales Associate (Part-Time)

09/2016 - 05/2019

Steel City Electronics

Pittsburgh, PA

Consumer electronics store near the Oakland university campus.

- Sold phones, laptops and service plans to 40+ shoppers a shift, averaging \$9,000 in weekly sales.
- Attached protection plans to 34% of laptop sales, top 3 of 18 associates in 2018.
- Followed up on online orders by phone and email, converting 20 store pickups a week into add-on sales.

— EDUCATION

Bachelor of Arts

05/2019

University of Pittsburgh

Pittsburgh, PA

Communication

— CERTIFICATES

Pennsylvania Vehicle Salesperson License

06/2019

Pennsylvania State Board of Vehicle Manufacturers, Dealers and Salespersons