




Emily Dawson


An automotive sales representative with six years of experience, specializing in consultative selling, customer service, and lead generation. A proven track record of delivering personalized customer experiences and exceeding annual quotas. Adept at conducting engaging product demonstrations and identifying financing options to achieve close rates of up to 26%.

CONTACT

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 LinkedIn | Portfolio

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KEY SKILLS

- CRM
- Consultative selling
- Financing and warranty presentation
- Lead generation
- Product demonstrations

PROFESSIONAL EXPERIENCE

March 2021 - Present

Automotive Sales Representative | Granite State Motors | Concord, NH

- Generate over \$370,000 in annual vehicle sales by leveraging consultative selling techniques and recommending automotive solutions based on individual client needs
- Achieved 129% of quota in 2023 and maintained close rates of up to 26% year over year by upselling service plans and delivering engaging vehicle presentations
- Build long-term customer relationships centered on transparency with a 52% repeat client rate by delivering exceptional post-sales support

August 2018 - February 2021

Car Sales Associate | North Star Auto Group | Manchester, NH

- Exceeded monthly sales quotas by 27% to 40% and generated over \$290,000 in annual sales revenue, and increased lead generation by 18% by planning outreach events and supporting online marketing initiatives
- Delivered comprehensive and transparent product demonstrations to customers, contributing to a 24% close rate and a 91% customer satisfaction score

EDUCATION

High School Diploma

Concord High School, Concord, NH | May 2018

CERTIFICATIONS

- Certified Professional Salesperson (CPS), NASP, February 2021
- Automotive Sales Certification, NADA, March 2018