

Ryan Matthews

ABOUT ME

A results-driven sales representative with two years of experience in automotive sales, specializing in product demonstrations, customer education, and upselling techniques. Adept at building trust and rapport with clients to enhance the customer experience and exceed sales targets.

PROFESSIONAL EXPERIENCE

Car Sales Associate

Portland Honda, Portland, OR | July 2023 - Present

- Interface with a diverse clientele to identify automotive solution needs, closed 27 vehicle sales within the first six months of employment, and exceeded annual sales targets by 35%
- Educate customers on vehicle features and financing options to ensure transparency throughout the sales process, resulting in a 21% close rate
- Coordinate with the sales and marketing team to plan and execute promotional events, contributing to a 17% increase in lead generation and walk-in traffic

Car Sales Associate

Rose City Autos, Portland, OR | June 2022 - July 2023

- Delivered sales presentations to over 10 customers per day, provided insights on vehicle performance and features, and achieved 131% of annual quota in 2022
- Conducted engaging test drives for potential buyers and coordinated with the sales manager to identify potential financing opportunities

CERTIFICATIONS

- Automotive Sales Certification, Oregon Auto Dealers Association, March 2023

CONTACT



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LinkedIn | Portfolio



Portland, OR 12345

EDUCATION

High School Diploma

Grant High School, Portland, OR
May 2022

KEY SKILLS

- Client relations
- Consultative selling
- Relationship building
- Sales presentations
- Deal negotiation