

# John Smith

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## General Manager – Automotive Dealership

**Automotive Sales | Inventory Management | Deal Closing | Lead Generation | Client Retention | Vehicle Financing**

Results-oriented professional with 20+ years of experience and verifiable record of generating sustained profitability. Enthusiastic, high achiever who is committed to exceeding goals. Outstanding experience in increasing and improving company and team performance. Management expertise to dramatically improve ineffective management, overdiversification, weak financial function, poor lender relationships, lack of operating controls, and market lag. Proven strength in establishing profitable relationships by clearly linking the benefits of product features to client needs.

- ▶ **Dealership Turnaround Leadership** – Lead restructuring to correct financials, reduce inefficiencies, and reestablish profits.
- ▶ **Revenue Growth & Financial Control** – Train F&I teams to elevate gross profit margins via structured process improvements.
- ▶ **Marketing Integration & Customer Engagement** – Develop targeted advertising campaigns to enhance brand visibility.
- ▶ **Operational Excellence & Staff Development** – Direct dealership functions, instill accountability, and drives performance.

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|----------------------|-------------------------------|-----------------------------|
| ▪ Strategic Planning | ▪ Market Analysis             | ▪ Customer Service          |
| ▪ Advertising        | ▪ Staff Development           | ▪ Streamlining Operations   |
| ▪ Team-Building      | ▪ Lender Negotiations         | ▪ Profitability Improvement |
| ▪ Finance Training   | ▪ Professional Lease Training | ▪ Vehicles Control          |

## CAREER EXPERIENCE AND MILESTONES

**Springfield Ford/Chrysler/Jeep/Dodge**, Springfield, IL

2019 – 2025

### General Manager

Provided leadership for turnaround by analyzing causes - weak financial functions, poor lender relationships, lack of operating controls, explosive growth, precarious customer base, family versus business matters, and operating without a business plan.

- Established department goals, authorized expenditures and payroll changes, and implemented policies.
- Demonstrated ability in training finance personnel resulting in consistent monthly increases in gross profit.
- Organized, coordinated, and implemented company advertising and marketing strategies into everyday operations. Set up and arranged special activities and events to promote the company and its car services.
- Worked with media personnel to coordinate advertising for print and radio. Developed and monitored communication and advertising programs through implantations of media designed to achieve results.

**Springfield Automotive Family**, Springfield, IL

2014 – 2019

### General Manager

Hired for experience to implement innovative strategies in analyzing and forecasting sales trends in both variable and fixed operations; interpreted market analysis to stay proactive and remain ahead of the curve.

- Supervised overall daily operations by defining and implementing long and short term objectives.
- Administered all departmental policies, procedures, and budgets, initiated cost control procedures.
- Established department goals, authorized expenditures and payroll changes, and implemented policies.
- Demonstrated ability in training finance personnel resulting in consistent monthly increases in gross profit.
- Created and designed all advertising and marketing campaigns - responsible for advertising expenses.
- Experienced in media venues with expertise in print and electronic marketing with an emphasis on ROI.
- Evaluated overall/individual performance; devised and implemented management training processes.
- Experienced in hiring, motivating, and retaining quality personnel. Instrumental in developing, guiding, and coaching staff toward empowerment and self-management resulting in a very low turnover in personnel.

**Premier Ford Nissan**, Springfield, IL

2013 – 2014

**General Manager**

Actively recruited by management team based on reputation to successfully transform under-performing dealerships. Reduced total expenses by correcting cash-flow problems and improving inventory turnover.

- Developed and implemented sales training programs in several dealerships that have been extremely successful. Programs cover sales training, sales management training, and the important F&I training.
- Demonstrated ability in improving and maintaining established standards through proactive, customer-oriented sales and service management techniques with the ultimate goal of earning customers for life.
- Duties included: hiring, training, motivating, and developing sales staff assigned in attaining sales goals.
- Demonstrated ability in providing support and leadership to make and promote the company's vehicle.
- Exceeded goals/objectives for the dealership on sales, gross, and expenses on a monthly/annual basis.

**Springfield Nissan**, Springfield, IL

2008 – 2013

**President**

Relocated to buy 60% of Springfield Nissan and took the challenges of a dealership in Special Finance that had lost millions in city with a population of 25,000. Took dealership out of Special Finance with little capitulation – 13 employees in 5 months

- Successfully after the first year doubled the planning volume of 200 new units to 550 new units yearly.
- Tripled service and parts while successfully creating a vast pre-owned market-monthly level of 70 units.
- Became one of the only two Nissan dealers to win Excellence Dealer Award in 02 and 03 in Illinois.
- Trained finance department on auto industries to an average \$75,000 to \$95,000 dollars a month.
- Administered all departmental policies, procedures, and budgets; initiated F&I control procedures.
- Directed the flow of finance and lease contracts. Highly ranked in closing retail automobile customers.
- Created and organized new sales incentives and program activities for the pre-owned car department

**Springfield Chevrolet**, Springfield, IL

2004 – 2008

**General Manager**

Recruited to revitalize this Chevrolet dealership that had been under-performing. Set up a central "Command Center" to better manage all functional areas. Streamlined all departments to control costs and maximize profit potential. Replaced ineffective management, upgraded computer system to ADP, and designed and implemented a new web site. Created and implemented a new advertising program focused on re-branding dealership and penetrating a larger market area.

- Restructured dealership that had consistently lost money to generating an average \$200K profit per month.
- Maintained a solid network of contacts with multiple financing sources to facilitate placement of all loans, and successfully negotiated rates with lenders to secure financing for customers with challenging credit.
- Predicted goals and objectives for sales, gross profit, and key expenses on a monthly and annual basis.
- Improved finance department income by 70% and cash flow by streamlining the efficiency booking business.
- Re-staffed and fixed operations and implemented new processes that significantly increased profits.

**Grant Auto Group**, Springfield, IL

2000 – 2004

**President**

Purchased this franchise and implemented processes to ensure P&L success for sales, parts, and service. Directly responsible for all operations-all operation controls and final decisions on all budgets and capital improvement projects. The franchise generated \$100 million in annual sales with 95 employees. Sold the dealership in 1999

- Grew operation from \$10 million to \$40 million in annual sales, with average volume of 170 units monthly.
- Recognized by management for increasing sell-level through effective new marketing and planning.
- Routinely was the recipient of many management plaques and awards for sales and service achievement.