JULIAN MERCER

CAR SALESPERSON

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PROFESSIONAL SUMMARY

Car Salesperson with 7+ years selling new and pre-owned vehicles for national dealer groups. Averages 16 to 18 units a month through test drives, trade appraisals, and follow-up, and earns repeat and referral business through honest advice. Skilled in financing conversations and keeping customers informed through delivery.

PROFESSIONAL EXPERIENCE

Sales Consultant Feb 2022 - Present
AutoNation, Miami Lakes, FL

- Sell an average of 17 new and used vehicles a month at a Honda franchise, ranking in the top three of 14 consultants for 2025.
- Earn about 35% of monthly sales from repeat and referral customers by following up after delivery and at service milestones.
- Increased appointment show rate from 55% to 72% by confirming by text and sending a short walkaround video before the visit.
- Work with the finance office to present payment options, reaching a finance penetration rate above the store average.
- Maintain CRM follow-up on about 60 active leads each week so no inquiry goes unanswered for more than an hour.
- Posted weekly inventory highlights on social media, drawing about 10 showroom inquiries a month.

Sales Consultant Jun 2020 - Jan 2022
CarMax, Pembroke Pines, FL

- Guided customers through no-haggle used vehicle purchases, matching budget and needs with inventory on the lot.
- Completed an average of 14 sales a month and received strong customer satisfaction scores.
- Coordinated trade-in appraisals with the buyer team and explained offers clearly to build trust.
- Cut delivery delays by checking paperwork and registration steps with the business office the day before pickup.
- Hosted delivery handovers that covered features, app setup, and service scheduling, lifting post-sale survey scores.

Sales Associate Jan 2019 - May 2020
Lexus of Kendall, Miami, FL

- Greeted showroom visitors, demonstrated vehicle features, and escorted test drives for luxury sedans and SUVs.
- Learned the lease and certified pre-owned programs and sold 8 units monthly during a first full year.
- Updated the dealer management system after every customer contact to keep follow-up tasks current.

CORE SKILLS

Vehicle product knowledge | Test drive and walkaround | Trade-in appraisal | Needs-based selling | Financing and lease explanation | CRM follow-up (VinSolutions, DealerSocket) | Objection handling | Negotiation | Appointment setting | Customer retention and referrals | Delivery process | Social media outreach | Compliance and paperwork accuracy

EDUCATION

Associate of Arts in Business Administration, Miami Dade College, Miami, FL

CERTIFICATIONS

Certified Professional Salesperson (CPSP), National Association of Sales Professionals | Valid Florida Driver License, Class E