



## David E. Byles

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### OBJECTIVE

A mid- to senior-level sales management where I can use my skills and experience to help enhance company performance and positively impact the bottom line.

### PROFILE

Mature professional with 30+ years of demonstrated success in startup and corporate environments. Comprehensive background working in sales management and a proven ability to build and maintain mutually beneficial business relationships. Organized and results-oriented, with excellent judgment and decision making capabilities as well as above-par customer service, team development and management skills.

### CORE COMPETENCIES

#### Sales Management and Sales Training

- Assisted with setting aggressive yet realistic monthly goals and objectives within assigned departments.
- Brainstormed with team members on ideas for sales promotions to focus on achieving specific targets.
- Developed, implemented and monitored multiple internet-based sales initiatives.
- Monitored and capitalized on emerging trends in order to determine new sales opportunities.
- Analyzed individual and team sales metrics to determine focus areas of training for individuals, sub-sets and the entire sales team.
- Developed and delivered needs-based training to increase effectiveness within identified areas.

#### Customer Service

- Asked probing but tactful questions in order to fully understand customers' circumstances, expectations and needs.
- Used my extensive knowledge of product information to educate customers and assist them in making optimal product selections.
- Routinely resolved customer complaints in accordance with operational guidelines.
- Established customer service protocols that enhanced the clients' in store and after sales experience through proper engagement at point-of-sale and via regular courtesy phone calls as follow-up.

#### Financial Management and Reporting

- Established and monitored annual and monthly financial objectives for unit sales, gross profits, expenses, and operating profit.
- Analyzed and managed expenditures to conform to budgetary requirements.
- Worked with customers to determine and finalize lease, trade and purchase arrangements, including payment plans where required.
- Conducted all relevant customer due diligence and credit checks.
- Reported on goals met, shortfalls observed and made for recommendations corrective actions.

#### Marketing and Business Development

- Planned, designed and produced online and print advertisements for blue chip brands: Mercedes Benz, BMW, Infiniti and Lexus.
- Ensured all sales leads were furnished with accurate information in a timely fashion and in line with established best practice.

- Developed a successful prospect development system and a robust client database of new and repeat customers through focused efforts such as email communications, networking, referrals and telemarketing.

### **Employee Staffing and Development**

- Partnered with peers and other internal stakeholders as needed to resolve concerns of direct reports and any escalated issues.
- Mitigated potential risks by supporting labor law compliance.
- Hired, trained, and motivated staff; conducted performance reviews, recognized accomplishments; and encouraged professional growth and working together in harmony.
- Forecasted scheduling needs and created weekly work schedules accordingly.

### **MAJOR ACIEVEMENTS**

- Maintained number one sales volume Mercedes-Benz Dealer Status for Florida in years 2006 - 2010.
- Received AutoTrader's Top Seller Certification and Ebay's Top Seller award in 2006 - 2010. Increased overall sales percentages to benchmark standards.
- Awarded Twenty Car Club's Top Performer status in 2004 - 2006.
- Achieved 100% Consumer Satisfaction Index Penetration.

### **PROFESSIONAL EXPERIENCE**

7 Years	Internet Sales Manager, AutoNation Mercedes-Benz, Fort Lauderdale, Florida
5 Years	Internet Sales Manager, Sawgrass Infiniti, Tamarac.
5 Years	Internet Sales Manager, Lexus of Kendall and Countyline Lexus, Miami, Florida
1 Year	Vice President of IT and Networking, Axcez Communications Miami, Florida
4 Years	Leasing and Sales Agent, South Motors BMW, Miami, Florida BMW
2 Years	Managing Director, Caribbean Chemicals, Kingston, Jamaica
9 Years	Managing Director, Autoland Limited, Kingston, Jamaica

### **EDUCATION**

**Associate Degree in Business Administration**, Miami Dade Community College. Also attended University of Florida.

### **COMPUTER SKILLS**

Microsoft Tools: Proficient user of Microsoft Outlook, Word, Excel, PowerPoint and Publisher (Comfortable with both Mac and PC platforms)

Graphics/Web-design software: Proficient user of Adobe Photoshop, Illustrator and Dreamweaver

### **PROFESSIONAL TRAINING**

Extensive certification through Traver Technologies for proper phone and Internet use. Showroom and Sales Presentations/Closing Techniques. Anthony Robbins Sales Training Seminars

### **REFERENCES**

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|---|----------------|
| 1. Brian Barrison, General Manager/Owner at Sawgrass Infiniti | T:954-829-3798 |
| 2. Barry Hanna, Owner at Battaglia Shoes/Worldclass Footwear  | T:305-490-8000 |
| 3. Clinton Martin, Vice President at World Couriers           | T:561-241-3819 |
| 4. Juliana Keene, Vice President at Miami Freight & Shipping  | T:954-632-3801 |