

IRA JONES

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PROFESSIONAL SUMMARY

Dynamic and diligent Sales Manager with 15+ years of experience in relationship building, strategic sales planning and lead generation. Skilled in client engagement, team coaching and market analysis to drive revenue growth & exceed targets. Proven ability in cross-functional collaboration, sales process optimization and talent development to enhance team performance & customer satisfaction.

ACCOMPLISHMENTS

- Used Microsoft Excel to develop inventory tracking spreadsheets.
- Achieved Sales by completing Follow-up with accuracy and efficiency.
- Managed the (Silver) award winning sales team at Mercedes Benz of Cutler Bay.
- Supervised team of 30 staff members.

SKILLS

Pipeline Management, Lead
Qualification, Territory Coordination,
Sales Forecasting, Client Relationship
Management, Account Development,
Data Analysis

WORK HISTORY

12/2019 to 07/2025 **Sales Manager**

Mercedes-Benz of Cutler Bay – Cutler Bay, FL

- Assisted in developing sales strategies to increase market share and customer engagement.
- Collaborated with cross-functional teams to align product offerings with customer needs.
- Supported lead generation efforts through targeted outreach and follow-up communications.
- Analyzed market trends to identify new business opportunities and enhance competitive positioning.
- Participated in training sessions to enhance knowledge of products, services, and industry best practices.
- Enhanced sales team morale and cohesion, organizing team-building activities and maintaining open communication channels.
- Cultivated new customer relationships by identifying & engaging prospects and tailoring solutions to needs. achieving sales goals & service targets
- Exceeded sales quotas and increased profitability through effective sales strategy

and business planning.

- Held one-on-one meetings with sales team members to identify selling hurdles and offered insight into best remedy.
- Collaborated with upper management to implement continuous improvements and exceed team goals.
- Recruited, interviewed and hired employees and implemented mentoring program to promote positive feedback and engagement.

09/2014 to 12/2019 **Sales Associate**

Mercedes-Benz of Cutler Bay – Cutler Bay, FL

- Delivered exceptional customer service to enhance client satisfaction and loyalty.
- Assisted customers in vehicle selection, highlighting features and benefits of models.
- Managed inventory levels, ensuring optimal availability of vehicles on the showroom floor.
- Collaborated with sales team to develop promotional strategies that increased foot traffic.
- Provided positive first impressions to welcome existing, new, and potential customers.
- Engaged with customers to effectively build rapport and lasting relationships.
- Minimized wait times for customers during peak hours, maintaining a high level of customer satisfaction.
- Achieved monthly sales targets consistently by implementing effective sales strategies and maintaining a high level of product knowledge.
- Participated in team meetings and training sessions regularly for continuous professional development within the retail industry.

05/2009 to 08/2014 **Sales Associate**

South Motors BMW – Miami, FL

- Trained 10 new associates by delivering comprehensive sales process and product knowledge sessions to improve performance and accelerate onboarding
- Analyzed customer feedback to refine sales approaches and enhance overall experience.
- Developed strong relationships with clients, resulting in repeat business and referrals.
- Engaged with customers to build rapport and loyalty.
- Boosted customer satisfaction levels through exceptional service, addressing concerns promptly, and providing a welcoming store environment.
- Educated clients on current promotional offerings and products using persuasive selling tactics.

EDUCATION

Associate of Arts: Accounting And Finance

Briarcliffe College - Miami, FL

- Completed AP course in Accounting 1-3

- Professional Development: Principle of Business, Business and Marketing, Human Relations
- Relevant Coursework: Computer Applications

CERTIFICATIONS

- CSP - Certified Sales Professional
- Finance & Insurance Training - (Quarterly)
- F& I Compliance Training - (Quarterly)

LANGUAGES

English



Native or Bilingual

TRAINED IN F&I COMPLIANCE

Trained to be Effective in Finance & Insurance Compliance which is crucial for safeguarding consumer Trust,mitigating regulatory risks and ensuring the long term stability and integrity of the financial services sector.