

Attention: Human Resources / Personnel Manager

Dear Sir or Madam:

Are you looking for an outstanding customer service, soft sales consultant and leader to represent your dealership? If so, you may have found the ideal candidate, as you will see after you pick up the phone and call me for an interview.

I am an energetic, personable, honest, hard-worker with excellent references. I am proficient with Advertising, Digital Media, Sales, Service, Accounting Processes and many of today's most common applications.

- * You'll get a highly motivated team player
- * You'll get loyalty and commitment
- * You'll get work ethic "like it used to be"
- * Your clients and customers will love calling your dealership!

I am a quick learner. I work well independently or as a team player. Several former employers have noted on reviews that they consider me a "top performer". I take great pride in my work and constantly strive to improve my performance.

I am seeking a full-time position. I am available for immediate employment and welcome the opportunity to speak to you as soon as possible.

Thank you for your time and consideration. I am certain that I would prove to be a valuable asset to you and your company. I can be reached by cell (229-251-2462) or by e-mail at thomas@ieracitano.com.

Sincerely,
Thomas J. Ieracitano

Thomas J. Ieracitano

414 East Main Street Hahira, GA 31632 thomas@ieracitano.com (229) 251-2462

Top-performing Sales Manager with over 20 years experience in sales, market research, lead generation, target marketing, negotiating, and sales staff management.

Summary of Qualifications

- Twentyfive years of Sales and Management experience in the Automotive and Real Estate industries including Both Corporate and Retail Experience.
- Develop relationships and networks with high-level and C-Level managers to expand contacts, cultivate new business, and expedite sales process.
- Cultivate client relationships to better understand their needs, acting as client advocate, while acting in the best interest of the company.
- Work with clients to understand their business goals and objectives and provide solutions that meet or exceed client expectations.
- Assist companies in understanding how-critical success factors are measured, achieved, and reported to help establish short and long-term goals.
- Train and mentor new sales personnel using real life situations, providing both positive and negative feedback, reinforcing skills, and building self-esteem.
- Proven self-starter, working independently, while contributing to the success of the entire team.
- Utilize excellent business judgment and time management skills to balance efforts in the field, multi-tasking to ensure sales goals and deadlines are consistently met or exceeded.

Professional Experience

General Sales Manager, Sales Manager, BDC/Internet, Business Manager, Corporate Trainer. Negotiate, close transactions and supervise assistant Sales /Business Managers. Recruiting and training of both sales and management personnel in both formal (classroom) and informal (one on one) sessions include the creation of training material.

- These efforts increased Net Revenue of over 25% in 90 days or less.
- Inventory control of both new & used vehicles and maintained a 30-60 day turnover.
- Evaluate Used Vehicle Trades and supervised the reconditioning process and end result.
- Negotiate and close transactions which increased net revenue by 22% - 30%.
- Also supervising and mentoring junior Sales Managers and/or Finance Managers.
- Generating and analyzing monthly reports for sales and finance revenue in a both medium (90-120 units per month) and large (400-600+ units per month) automobile dealerships in order to uncover overlooked profit opportunities.

Ford Motor Company

Business Development Manager, Dealer Account Manager, Corporate Trainer

- Serviced more than 50 Dealerships throughout Florida to identify Overlooked profit centers resulting in an average of \$500,000 in recaptured revenue.
- As a result, Product sales increased by 27%, attributed by periodic training for the Sales, Service and Administrative departments.
- Facilitator for a minimum of 14 Sales Meetings, Training/Workshop Seminars monthly.
- Boot Camps, Seminars and Workshops for Sales Managers, Finance Managers, Salespeople, and Service Writers were held to increase productivity, customer service and profits. Including the planning and orchestration of these events and creation of training material for both student and facilitator.
- Participate in Dealer Financial Analysis (P & L Analysis) and Recommendation.

Initially, I started in Retail Home Sales in 1978 and in Automobile Sales in 1984.

Education, Licenses and Related Training

- * St. Thomas Aquinas H.S.
 - * Almeda College & University,
Bachelor of Business Administration, Marketing Major
 - * State of Florida Multiple License's
 - * State of Florida Notary
 - * Pat Ryan & Associates Finance & Insurance School
(Presentation Based Selling)
 - * Ford Motor Credit Dealer Financial Analysis
 - * Ford Motor Credit Business Development Manager
(Presentation Based Selling Facilitator)
 - * Brian Buffini Mentor
 - * Toastmasters
 - * World Tang Soo Do Association
 - * Boy Scouts Of America Troop 440
- References furnished upon request.

To Whom It May Concern:

I actually asked Thomas for his permission to write this so that you will know what it is like working with Thomas.

The easiest way to describe Thomas is as a 'purple cow', because he stands out far above others with his knowledge of the internet and the buying trends in the current market. I had the pleasure of working with Thomas while he was at Valdosta Toyota which he turned from being just another dealership in the Tallahassee market to a market leader with an increased amount of email leads and phone calls in less than 1 year. *(28% increase in views and a 400% increase in calls and emails combined) June 2008 – April 2009*

Thomas is also very well versed with how to utilize a data base and marketing to every email received. If you are looking for someone with a positive and professional attitude that is always keeping up with the cutting edge technologies to keep your business ahead of the pack, Thomas is your guy. Please do not hesitate to call or email me with any questions.

Sincerely,
Kyle Keene
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612-221-5155 - Cell
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