

Car Salesman Resume Builder Worksheet

Instructions: Complete each section before writing your resume. Your answers will help you create a customized resume that showcases your sales achievements, customer service expertise, and ability to succeed in the automotive industry.

Step 1: Personal Information

Full Name

Address

City, State, ZIP Code

Phone Number

Professional Email Address

LinkedIn Profile (Optional)

Step 2: Job Target

Job Title Applying For

Dealership Name

Location

Where did you find this job?

☐ Company Website

☐ Indeed

☐ LinkedIn

☐ Glassdoor

☐ Employee Referral

☐ Job Fair

☐ Other:

Step 3: Resume Objective or Professional Summary

Years of Sales Experience

Years of Automotive Sales Experience

Three Strongest Skills

1.

2.

3.

Biggest Sales Achievement

Why are you interested in this dealership?

Draft Your Resume Objective or Professional Summary

Step 4: Core Skills

Check every skill you possess.

Sales Skills

- ☐ Automotive sales
- ☐ Prospecting
- ☐ Lead generation
- ☐ Sales presentations
- ☐ Closing sales
- ☐ Negotiation
- ☐ Upselling
- ☐ Cross-selling
- ☐ Relationship building
- ☐ Customer retention

Customer Service Skills

- ☐ Active listening

- ☐ Communication
- ☐ Conflict resolution
- ☐ Customer follow-up
- ☐ Problem-solving
- ☐ Professionalism

Automotive Knowledge

- ☐ Vehicle demonstrations
- ☐ Test drives
- ☐ Vehicle features and specifications
- ☐ Trade-in evaluations
- ☐ Financing basics
- ☐ Leasing options
- ☐ Warranty information

Technical Skills

- ☐ CRM software
- ☐ Dealer Management Systems (DMS)
- ☐ Microsoft Office
- ☐ Inventory software
- ☐ Email communication
- ☐ Online lead management

Other Skills

Step 5: Professional Experience

Employer #1

Company

Job Title

Location

Employment Dates

Primary Responsibilities

Measurable Achievements

Employer #2

Company

Job Title

Location

Employment Dates

Responsibilities

Achievements

Step 6: Sales Performance

Complete as many as possible.

Average vehicles sold per month:

Highest monthly sales:

Highest annual sales:

Customer satisfaction rating:

Referral customers generated:

Awards received:

Step 7: Education

School

Location

Degree or Diploma

Graduation Date

Step 8: Certifications and Training

Check all that apply.

- ☐ Certified Sales Professional (CSP)
- ☐ Manufacturer Sales Training
- ☐ Finance & Insurance (F&I) Training
- ☐ Customer Service Certification

☐ CRM Software Training

☐ Negotiation Training

☐ Other:

Step 9: Technical Skills

List the software and tools you have used.

Step 10: Awards and Accomplishments

List your greatest achievements.

Examples:

- Exceeded monthly sales goals by 20%.
- Sold more than 200 vehicles in one year.
- Increased referral sales by 30%.
- Earned Salesperson of the Month.
- Maintained a 98% customer satisfaction score.

My Achievements

1.

2.

3.

4.

Step 11: Professional Strengths

Select the qualities that best describe you.

- ☐ Self-motivated
- ☐ Goal-oriented
- ☐ Honest
- ☐ Persuasive
- ☐ Excellent communicator
- ☐ Team player
- ☐ Dependable
- ☐ Organized
- ☐ Adaptable
- ☐ Positive attitude
- ☐ Customer-focused
- ☐ Strong negotiator

Other strengths

Step 12: Resume Review Checklist

Before submitting your resume, make sure you can answer **Yes** to each question.

- ☐ My contact information is correct.
 - ☐ My resume is tailored to the dealership.
 - ☐ I included measurable sales achievements.
 - ☐ I highlighted relevant automotive sales skills.
 - ☐ I emphasized customer service experience.
 - ☐ I used keywords from the job posting.
 - ☐ My resume is well organized and easy to read.
 - ☐ There are no spelling or grammar errors.
 - ☐ My formatting is consistent.
 - ☐ My resume is ATS-friendly.
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Final Resume Notes

Use the information you've gathered in this worksheet to create a resume that clearly demonstrates your value as a sales professional. Focus on measurable accomplishments, such as vehicles sold, sales targets exceeded, referral business generated, customer satisfaction ratings, and awards earned. Tailor your resume to each dealership by incorporating keywords from the job description and emphasizing the experience and skills that best match the employer's needs. A customized, achievement-focused resume will help you stand out from other applicants and improve your chances of landing an interview.