Mary Barra

Automotive Sales Manager

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PROFESSIONAL SUMMARY

GM dealership sales leader with 18+ years of experience across Chevrolet, Buick, GMC, and Cadillac. Proven success growing retail volume, front-end gross, inventory turn, sales-team performance, and customer satisfaction through disciplined coaching and OEM program execution.

KEY SKILLS

- GM New-Vehicle Sales
- Inventory Turn & Aging
- Customer Satisfaction
- Used-Vehicle Operations
- Deal Structure & Gross
- F&I Collaboration
- Sales Team Coaching
- CRM / Lead Management
- Digital Retail Strategy
- Monthly Forecasting
- OEM Incentive Programs
- Appraisal & Trade Values

PROFESSIONAL EXPERIENCE

General Sales Manager | 2023 – Present
Summit Valley Chevrolet Buick GMC, Columbus, OH
Direct new- and pre-owned sales, inventory strategy, team development, and financial performance for a high-volume GM dealership.

- Boosted combined retail deliveries 19% through structured coaching, lead follow-up, and sales accountability.
- Raised front-end gross profit per unit 14% while reducing aged inventory 28% through weekly pricing reviews.
- Introduced daily sales huddles and weekly pipeline reviews, improving internet lead response and appointment show rates.
- Partnered with F&I leadership to improve product presentation, funding turnaround, and deal compliance.

New Vehicle Sales Manager | 2020 – 2023
North Ridge Cadillac Chevrolet, Pittsburgh, PA
Led Chevrolet and Cadillac new-vehicle sales, forecasts, business development, and customer experience initiatives.

- Increased new-vehicle deliveries 16% by coaching a 16-person sales team and strengthening CRM execution.
- Coordinated GM product training and launch readiness for Silverado, Equinox, XT5, and Escalade.
- Built vehicle allocation plans around local demand, seasonal turn rates, and GM incentive opportunities.

Sales Manager | 2017 – 2020
Granite Ridge GMC Buick, Erie, PA
Managed Buick and GMC sales operations, CRM activity, inventory ordering, and monthly GM retail objectives.

- Improved closing rate 11% through deal reviews, salesperson coaching, and consistent showroom processes.
- Partnered with F&I and BDC teams to strengthen customer handoffs and GM incentive execution.
- Established weekly aged-unit reviews and targeted digital merchandising for Buick and GMC inventory.

Assistant Sales Manager | 2014 – 2017
Parkway Chevrolet Cadillac, Akron, OH
Supported Chevrolet and Cadillac sales, desking, trade appraisals, merchandising, and daily showroom operations.

- Supported deal desking and appraisal decisions to protect gross and improve purchase experiences.
- Increased lead appointment quality through stronger BDC collaboration and timely CRM follow-up.
- Trained new sales consultants on needs analysis, trade evaluations, objection handling, and GM model comparisons.

Pre-Owned Sales Manager | 2011 – 2014
Westbrook Buick GMC, Cleveland, OH
Led pre-owned acquisitions, reconditioning, pricing, and GM certified pre-owned retail strategies.

- Increased GM certified pre-owned sales 23% by improving sourcing and reconditioning turn time.
- Cut average used-vehicle days in stock from 58 to 43 with market-based pricing and aging reviews.
- Introduced a 48-hour reconditioning target and weekly acquisition reviews to improve used-vehicle availability.

Sales Consultant / Internet Sales Lead | 2007 – 2011
Lakeview Chevrolet, Toledo, OH
Sold Chevrolet and pre-owned vehicles, handled internet inquiries, and supported showroom and digital sales.

- Exceeded monthly sales goals and earned recognition for dealership customer service.
- Mentored sales consultants in GM product presentation, CRM use, and ethical closing practices.
- Managed inbound internet opportunities, scheduled test drives, and maintained accurate follow-up records in CRM.
- Supported Chevrolet truck and SUV launch events, customer demonstrations, and repeat-owner outreach.

TRAINING & CERTIFICATIONS

- GM Center of Learning — Sales Management and customer experience coursework
- Chevrolet, Buick, GMC & Cadillac — OEM product and retail sales training
- GM Certified Pre-Owned — certification and merchandising program training
- GM technology and EV familiarization — OnStar, driver assistance, and Ultium

EDUCATION

Bachelor of Business Administration, Marketing | University of Toledo, Toledo, OH

Automotive Retail Management & Leadership Development | Continuing Professional Education