



JOHN BROADEN JR

Fort Wayne, IN 46845 765-609-1334 johnbroaden@gmail.com

PROFESSIONAL SUMMARY

Results-driven Sales and Finance professional with over 8 years of experience at Don Ayres Honda and a Bachelor of Science in Business Management. Proven ability to leverage extensive industry knowledge and skills gained through hands-on experience, comprehensive sales training, and academic achievements to excel as a Senior Solution Sales Executive. Committed to upholding company core values while delivering exceptional customer experiences and fostering a collaborative environment that empowers teammates to achieve organizational objectives. Eager to contribute strategic insights and innovative solutions that drive growth and enhance client satisfaction.

SKILLS

- Client Relations & Customer Service
- Organization skills
- Lease / Finance Consulting
- High Level of Product Knowledge
- Computer Proficiency and Microsoft Office
- Strategic Negotiation
- Team Leadership
- Strong Written & Verbal Communication
- Active Listening / Critical Thinking
- Teamwork and Collaboration

WORK HISTORY

SENIOR FINANCE MANAGER 11/2022 to CURRENT

Don Ayres Honda | Fort Wayne, IN

- Managed finance and insurance processes to improve customer satisfaction and retention.
- Developed and implemented training programs for sales staff on F&I products and compliance regulations.
- Conducted detailed assessments of customer needs to recommend appropriate financing options.
- Increased finance department Per Vehicle Retail from \$1,200 to \$2434 within six months.
- Achieved a 98% client satisfaction index score, ranking in the top 5% of the regional dealer group.
- Maintained a VSC penetration percentage of 88%
- Generated over \$5,000,000 of dealership profitability through the successful sale of finance and insurance products.

SENIOR SALES CONSULTANT

06/2018 to 11/2022

Don Ayres Honda | Fort Wayne, IN

- Sold an average of 25 cars per month,exceeding sales targets by 35% and achieving an overall 100% CSI score.
- Trained, coached and mentored new staff and teammates to ensure smooth adoption of new programs
- Generated 40% of sales through referrals and networking by building a 200+ customer database.
- Researched the competitive advantages of our products and strategically sell against the competition.
- Generated over 140 leads a month and located opportunities for market expansion and business growth.
- Cold called over 70 potential customers per month to generate leads.
- Consistently ranked in the top 10% of sales staff in the territory.

EDUCATION

Bachelor Of Science (B.S.) | Business Management

05/2016

Indiana Tech, Fort Wayne, IN

Relevant Coursework

- **Communication & Negotiation:** Professional Negotiation Techniques, Persuasive Communication, Relationship Management.
- **Sales Strategy & Management:** Strategic Sales Planning, Consultative Selling, Account Management.
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- **Marketing & Business:** Business-to-Business (B2B) Marketing, Digital Marketing, Marketing Strategy.

REFERENCES

- Chad Oberlin, Don Ayres Honda Finance Director, chad.oberlin@donayres.com (260) 438-6233, Don Ayres Honda, Mentor, Manager
- Caleb Craun, Don Ayres Honda Sales Manager, Caleb.Craun@donayres.com, (260) 578-2299, Don Ayres Honda, Mentor