

Tyler D. Garner

BDC & INTERNET SALES LEADER | CRM & LEAD MANAGEMENT | REMOTE TEAM LEADERSHIP

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PROFESSIONAL SUMMARY

Results-driven BDC leader and Internet Sales Manager with 8+ years of experience driving automotive sales performance through lead management, team coaching, and CRM optimization. Achieved an 83% appointment show rate across 20+ months by strengthening follow-up processes and turning online leads into measurable sales results.

CORE COMPETENCIES

BDC Operations • Internet Sales Leadership • CRM Optimization • Lead Management • Appointment Follow-Up • KPI Reporting • Remote Team Leadership • Sales Coaching • Process Improvement • Customer Communication • VinSolutions • eLeads • Dealer Funnel

PROFESSIONAL EXPERIENCE

Internet Sales Manager

HBI Auto | Mocksville, NC | Nov 2024 – Present

Lead BDC Representative

HBI Auto | Mocksville, NC | Aug 2024 – Nov 2024

- Promoted within 90 days to lead remote BDC operations and manage internet sales for a high-performance luxury dealership.
- Improved appointment-to-sale conversion by 15%+ by developing call scripts, follow-up workflows, and stronger lead handling processes.
- Maintains a 75–83% appointment show rate and 17–22% closing rate, consistently exceeding department benchmarks.
- Increased inbound traffic and appointment volume by 25% through targeted outbound lead campaigns and e-commerce follow-up.
- Coaches remote BDC team members on CRM use, lead follow-up, and customer communication to improve show and sold rates.

Lead BDC Representative

Buchanan Automotive | Waynesboro, PA | May 2023 – Aug 2024

- Promoted to Lead BDC Representative within six months based on strong sales performance and leadership potential.
- Led the department in appointment sets, show rates, and sold rates across 18+ consecutive months.
- Created phone scripts and follow-up processes that improved appointment show rates across the BDC team.
- Managed 100+ daily leads through Dealer Funnel, eLeads, and VinSolutions while maintaining consistent follow-up.
- Coordinated appointment handoffs with the sales floor to support higher sold volume and stronger customer experience.

Call Center Office Coordinator

Merkle Inc. | Hagerstown, MD | Sept 2022 – Mar 2023

Data Entry Processor

Merkle Inc. | Hagerstown, MD | Jan 2022 – Sept 2022

- Promoted to coordinator role for accuracy, initiative, and strong communication across departments.
- Trained and supervised 15+ new hires in donor data entry, customer service standards, and system procedures.
- Supported major nonprofit client accounts, including Feeding America and Easterseals, through accurate donor record management.
- Built Excel-based reports to track donation data, team productivity, and workflow accuracy.
- Improved communication between data entry and call center teams to reduce errors and speed up response time.

Sales Specialist

Antrim Way Honda | Greencastle, PA | Jan 2019 – Jan 2022

- Ranked among top new sales consultants by consistently meeting or exceeding monthly unit sales goals.
- Built repeat and referral business through strong follow-up, clear communication, and relationship-based selling.
- Exceeded customer satisfaction goals by guiding buyers through the sales process with transparency and product knowledge.
- Supported dealership sales growth by maintaining active prospect follow-up and closing new and returning customers.

Car Sales Consultant

Buchanan Automotive | Waynesboro, PA | Feb 2017 – Jan 2019

- Achieved the #1 sales ranking in the first month and maintained top performance for 10+ consecutive months.
- Exceeded monthly sales goals through consistent outbound follow-up, product knowledge, and customer relationship building.
- Generated repeat and referral business by maintaining strong communication before, during, and after the sale.
- Built a strong foundation in automotive sales, lead follow-up, negotiation, and customer service.

PERFORMANCE HIGHLIGHTS

- **83% appointment show rate**, sustained across 20 consecutive months
- **22% closing rate** maintained across all tracked sales periods
- **25% increase** in inbound lead traffic through outbound campaign follow-up
- **15%+ improvement** in appointment-to-sale conversion through stronger call scripts and follow-up workflows
- **10+ consecutive months** leading a remote team that exceeded appointment and sales goals
- **Promoted twice within 18 months** across two automotive sales organizations

TECHNICAL SKILLS & PLATFORMS

CRM Platforms: VinSolutions, eLeads, Dealer Funnel, AutoLoop

Sales & Reporting Tools: Microsoft Excel, Google Sheets, BDC productivity reports, KPI tracking, sales forecasting

Remote Work Tools: Google Workspace, Slack, Zoom, Microsoft Teams

Specialized Skills: Script development, lead management, appointment conversion, CRM workflows, remote team coaching

EDUCATION

Mountain Ridge High School

Frostburg, MD | June 2010

High School Diploma