

Tyler Garner Portfolio Outline

Home Page

Header:

Tyler D. Garner

BDC Leader | Internet Sales Manager | CRM & Lead Management

Short opening statement:

I help dealerships turn internet leads into real appointments, stronger show rates, and measurable sales results through disciplined follow-up, CRM optimization, and customer-centered communication.

Key proof points section:

- 8+ years in automotive sales and BDC operations
- 83% appointment show rate sustained across 20 consecutive months
- 22% closing rate across tracked sales periods
- 25% increase in inbound lead traffic through outbound campaign follow-up
- 15%+ improvement in appointment-to-sale conversion
- Remote BDC team leadership and coaching experience

Buttons/links:

[View Resume](#)

[View Performance Highlights](#)

[Read Customer Reviews](#)

[Contact Tyler](#)

About Me / Sales Philosophy

This page should explain who Tyler is professionally and how he approaches BDC leadership.

Suggested sections:

My Approach to BDC Leadership

Explain that Tyler sees BDC work as more than answering leads. It is a system of timing, trust, follow-up, psychology, and process.

How I Think About Customers

Discuss how customers often hesitate because of uncertainty, price anxiety, bad past experiences, fear of pressure, or lack of trust. Tyler's strength is identifying those

hesitations and responding in a way that moves the customer toward the next clear step.

Sales Psychology & Communication

Discuss how he uses tone, timing, questions, objection handling, and personalized follow-up to understand motivation and guide customers toward appointments.

Leadership Style

Explain how he coaches remote BDC staff with clear expectations, scripts, CRM habits, performance tracking, and practical feedback.

Performance Highlights

This should be a visual, easy-to-scan page with numbers.

Suggested layout:

Appointment Show Rate

83% show rate sustained across 20 consecutive months

Closing Rate

22% closing rate across tracked sales periods

Lead Growth

25% increase in inbound lead traffic through outbound campaign strategy

Conversion Improvement

15%+ lift in appointment-to-sale conversion through scripts and follow-up workflows

Leadership Growth

Promoted twice within 18 months across two automotive organizations

BDC Process / Case Studies

This page should show how Tyler thinks and solves problems.

Suggested case studies:

Case Study 1: Improving Appointment Show Rates

Problem: Customers were setting appointments but not always showing.

Action: Improved phone scripts, strengthened confirmation process, personalized follow-up, and clarified appointment value.

Result: Sustained a 75–83% appointment show rate.

Case Study 2: Building Better Lead Follow-Up

Problem: Internet leads needed faster, more consistent handling.

Action: Built follow-up workflows in VinSolutions/eLeads and coached team members on lead timing, tone, and persistence.

Result: Improved appointment volume and customer response.

Case Study 3: Remote BDC Team Coaching

Problem: Remote team members needed consistency and accountability.

Action: Used scripts, CRM review, KPI tracking, and coaching to improve daily performance.

Result: Helped the team exceed appointment and sales targets.

Customer Reviews

This page should include screenshots or typed excerpts from Google reviews from:

- Buchanan Automotive
- Antrim Way Honda
- HBI Auto

Organize them by dealership or by theme:

Communication

Reviews that mention helpfulness, responsiveness, honesty, or follow-up.

Customer Trust

Reviews that mention feeling comfortable, not pressured, or well-informed.

Sales Experience

Reviews that mention an easy buying process, good product knowledge, or a smooth appointment/sale.

Each review should include:

- Customer first name or initials, if public
- Dealership name
- Approximate year, if available
- Screenshot or short quoted excerpt
- Link to the live review when possible

Tools & Systems

List only the tools that matter most.

CRM Systems: VinSolutions, eLeads, Dealer Funnel, AutoLoop

Reporting: KPI tracking, BDC productivity reports, sales forecasting, F&I tracking, Excel, Google Sheets

Communication & Remote Work: Slack, Zoom, Microsoft Teams, Google Workspace

BDC Skills: Lead follow-up, appointment setting, script development, CRM workflows, remote team coaching

Resume

Include:

- Downloadable PDF resume
- Short web version of resume
- Contact button

Contact

Keep this simple.

Tyler D. Garner
Waynesboro, PA

Email

Phone

LinkedIn, if he has one

Resume download button