

## **JASON SHELTON**

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### **SENIOR SALES CONSULTANT**

Senior Sales Consultant with more than 20 years of experience in automobile sales, service and the finance industry. Demonstrated record of expert budgeting, training & monitoring procedures to maximize efficiency & balance objectives with operational requirements. Developed national programs that have made other businesses millions of dollars in sales and finance revenue. Created procedures for service operations and vehicle inspections. Written countless scripts, videos, and training manuals for others to increase efficiency and compliance. Quickly brought 'lost cause' stores to viability and won multiple awards along the way. Consistently help franchise companies boost profits and performance with strategic approaches. Talented in building consensus & driving improvements with well-planned initiatives and excellent leadership skills.

### **AREAS OF EXPERTISE**

Budgeting • Cost/Benefit Analysis • Expense Control • Reporting • Change Management • Consulting • P&L • Restructuring • Start Ups/Turnarounds • Strategic Planning • Team Leadership/Motivation • Policy Development • Process Improvement • Employee/Labor Relations • Training/Development • Performance Management • Business Development • Client Relations • Sales Cycle Management • Market Analysis • Needs Assessment • Presentations • Sales Forecasting • Event Planning • Customer Service • Logistics • Vendor Relations • Cost Reduction • Ops Management

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### **PROFESSIONAL EXPERIENCE**

#### **Diversified Investment Group Of Indiana, LLC • Collierville, TN • 02/2014 to Present** **Owner/Operator**

Consulted with Byrider franchisees to increase profitability. Work with franchise owners who reach out for consulting help due to my experience & proven history of positive results. Developed additional Excel reports to track operational initiatives for specific franchise organization goals.

- Run a successful consulting company serving multiple states. Work with two different franchisees to assist in sales and compliance training. Spent the last 6 months working with dealerships in Pennsylvania and Florida to improve training and compliance. Raised compliance by 5% in the last year. Wrote policies and procedures that have increased efficiency.
- Skillfully apply expert negotiating skills and knowledge of the mortgage industry, real estate, housing sales and rentals in Indiana and Tennessee. Complete sales quickly with excellent feedback from seller and buyer.

#### **J2 Auto Sales LLC d/b/a JD Byrider • Memphis, TN • 02/2017 to 03/2019** **Co-Owner/Operator**

Co-Owner of used car sales and service franchise. In charge of all daily operations. Set up all licensing with state and other agencies to start up business. Hired, trained, supervised & motivated team of sales, service & finance professionals to provide knowledgeable & fast service to every customer.

- Created new ways to motivate staff that would increase sales, customer satisfaction and build a positive culture. For example, increased loan applications by 60% in less than three months by revising call volume, scripting, analyzing and re-assigning workload.

- Superior negotiating skills will save at least four dealerships more than \$50,000 this year. By analyzing data, like prices across various stores and companies, then reviewing the data with management, franchises get the best prices.
- Recruited by Clayton Bank to take over operations for a failed franchisee saving them \$60,000 in one year. Reputation for successful re-energizing of struggling franchises was the main draw. Able to bring franchises to profit in one year instead of the expected three years. Controlled costs and worked in several management roles made this success possible.

**J2 Auto Finance LLC d/b/a C.N.A. • Memphis, TN • 02/2017 to 03/2019**

**Co-Owner/Operator**

Co-Owner of used car finance franchise. In charge of all daily operations. Set up all licensing with state and banking agencies to start up business. Reviewed customer credit & underwrote deals to maximize profit, but also customer advancement. Devised all daily, weekly, & monthly operating procedures & compliance reports. Main underwriter for all transactions.

- Grew portfolio from start-up to more than \$3-million in value in less than two years.
- Dramatically increased cash collections by \$10,000 a month for failing Clayton Bank portfolio while also reengaging Byrider customer base. Two different programs brought profitability. One was getting more than 70% of the portfolio to sign up for autopay. The second method was actively engaging existing customers and tracking satisfaction with new owners.

**JD Byrider Systems • Carmel, IN • 01/1998 to 02/2017**

**Sr. Franchise Consultant**

Worked with franchise owners and Sr. Management to increase efficiency and profitability. Invited to be a Panel Speaker at NABD Conference for 2 years.

- As General Manager of franchise won Franchise of the Year Award Winner in 2002. Made more than \$1-million in net profit for the year. Won the Presidents Award for all 5 years by being in the top 10% of all franchises.
- Won Most Improved Franchise Award by customizing analytics and operations that brought several struggling locations to solid productivity. These locations went on to win other awards like Franchise of the Year. Sales, delinquency and charge-off percentages, service productivity, car gross, and advancement are metrics used to judge these awards.
- Enthusiastically helped other consultants track their own stores by modifying several Excel spreadsheets to track KPI's & their financial outcomes. These spreadsheets are now the standard for other consultants to use.
- Invented the Tax Rally Program which is the single most successful and profitable program in Byrider history raising millions of dollars. Created and wrote all training material. Led all national training seminars. Every Byrider dealership uses some version of the tax program. The program took a year to develop and evolved over several years to its current version.

**EDUCATION**

**Bachelor of Arts in Psychology • Wabash College • Crawfordsville, IN**

**SELECTED COMPUTER SKILLS**

Microsoft Office Suite  
Discover Module