Virtualbdc Automotive

Automotive Design

View the full portfolio at http://www.thecreativefinder.com/chrisvirtualbdcllc

Professional Experience and Curriculum Vitae

I am an automotive retail operations and Business Development Center (BDC) specialist with deep expertise in designing, implementing, and optimizing both in-house and virtual BDC solutions for dealerships across the United States. My background bridges the gap between traditional showroom sales and modern digital retailing, with a specific focus on lead management, appointment conversion, customer relationship management (CRM) strategy, and service department retention. I do not sell software or third-party leads; instead, I work directly with dealer principals, general managers, and fixed operations directors to build custom BDC workflows, train agents in sales psychology and objection handling, and establish KPIs that drive measurable ROI. My approach is process-driven and data-centric, ensuring that every inbound inquiry—whether phone, chat, text, or email—is handled with speed, consistency, and a clear path to a confirmed appointment. I have successfully transitioned multiple dealership groups from reactive phone-answering models to proactive, multi-channel virtual BDC environments that operate after hours and on weekends, significantly increasing show rates and reducing lead decay.

Previous Clientele

Due to confidentiality agreements with specific dealership groups and consulting clients, I provide a representative list of the types of organizations I have partnered with rather than disclosing proprietary names. These include a multi-location luxury automotive group in Southern California specializing in German brands, where I restructured their sales BDC to reduce average response time from 12 minutes to under 90 seconds. I have worked with a family-owned Chevrolet-GMC dealership in rural Texas, implementing a virtual BDC service that increased service appointment show rates by 34 percent within four months. Another engagement involved a high-volume Honda and Toyota dealer group in Florida, where I trained 22 BDC agents in lead cycling and appointment closing scripts, resulting in a 19 percent lift in sold vehicles from internet leads. I have also consulted for a standalone Nissan dealership in the Pacific Northwest BDC for Car Dealership, migrating their entire BDC function to a remote virtual model and reducing monthly personnel overhead by 42 percent while maintaining the same closing ratio. Additionally, I have provided advisory services to a regional automotive marketing agency that outsources BDC support to small and mid-sized dealerships across the Midwest.

Awards and Accolades

Name: Automotive BDC & Virtual Operations Specialist

Summary: Over 12 years of experience in automotive retail BDC management, including 7 years specializing in virtual BDC implementation and remote team leadership. Proven track record of improving lead response times, appointment show rates, and service retention through process engineering and multi-channel communication strategies.
Core Competencies:
Virtual BDC setup and workflow design, CRM platform optimization (including VinSolutions, DealerSocket, and Reynolds and Reynolds), sales BDC script development, service BDC reactivation campaigns, lead scoring and prioritization, agent hiring and remote training, KPI dashboard creation, and integration of texting and live chat into existing dealer processes.
Professional Experience:

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