



Lawrence Nel

CONTACT

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70 Summerville Estate,
Blouberg Street,
Noordheuwel,Kdp.

SKILLS

Adaptability

Leadership

Dealership Management

Sales Management

Motivating and inspiring

Communication

Learning and teaching

LANGUAGES

English (Fluent)

Afrikaans(Fluent)

ACHIEVEMENTS

Various sales and management
overseas and local trip awards.

Notable, Toyota(Mega), National
dept of the year.And OPC, small
department of the year awards

PROFILE



Dynamic professional with 28 years of diverse experience in dealership management and sales leadership, demonstrating a consistent ability to enhance operational efficiency and drive revenue growth. Expertise encompasses dealership operations, sales management, and the development of effective teams. Proven track record of fostering customer satisfaction through tailored solutions and high-performance standards.

WORK EXPERIENCE

* January 2025

Market analyst / Day Trading

-In depth analytics, trade execution. -Programming and testing for automated trading.

* April 2024 – January 2025

New Vehicle Sales Manager at Williams Hunt, Fourways

Managing all department functions and team of 3-5 sales execs.
OPC, Fiat, Jeep,Isuzu product and OEM exposure and relations.

* January 2023 – January 2024

Dealer Principal at Westvaal Motors Rustenburg and Eastvaal Motors Bethal,

Managing new /used sales and admin as part of a dual DP function.
Personal involvement in transactions and vehicle appraisals.
Daily motivation and training actions.
Ensuring consistent performance and customer satisfaction.

* January 2020 – January 2022

Financial Adviser at PPS, Johannesburg

Daily prospecting and marketing activities.

Conducting detailed financial analysis with clients.

Providing custom solutions to each client through a detailed financial plan.

* January 2012 – January 2019

Dealer Principal at Killarney Toyota, Johannesburg

Managing all aspects of dealership operations. Ensuring consistent performance, growth and customer satisfaction.

* January 2001 – January 2012

New Vehicle Sales Manager at Monument Toyota Westrand,

Managed a Team of up to 14 sales execs. Ensured consistent sales performance and customer satisfaction.

* January 1995 – January 2001

Sales Executive at Monument Toyota Westrand,

Reaching sales contributions of 8-18 per month. Reached and maintained high customer satisfaction levels.



EDUCATION

Middelburg Highschool, Matriculated

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University of Johannesburg, B.com Sport Management

* January 1994

University of Johannesburg, B.Com, Hons.

* 2008

USA Educational tour,

* 2017

Manufacturer Dealer Principal induction programme,

* 2020

Financial Planning,

Completed all required course material to function as a financial advisor including RE5