

CHRIS SUASAENG

Sales Leader & Team Builder | Coaching People to Win | Driving Revenue Through Culture
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PROFESSIONAL SUMMARY

Sales leader with 10+ years of experience building teams that perform under pressure and win consistently. Known for developing people others overlook, instilling accountability without killing culture, and creating high-velocity sales environments where reps want to show up and compete. Operates across inbound, outbound, and product-led motions with equal effectiveness, adapting coaching style to the individual and the opportunity. Brings a distinct edge in financial services context, having spent years helping clients make high-stakes decisions with real money on the line. Ready to bring that intensity to any organization obsessed with developing people and driving results.

KEY SKILLS

Sales Team Leadership & Mentoring | Inbound, Outbound & Product-Led Sales | High-Velocity Pipeline Management | KPI Tracking & Performance Coaching | Hiring, Ramping & Developing Reps | Sales Process Design & Scalability | Forecasting & Data-Driven Decision Making | CRM & Sales Technology Platforms | Deal Structuring & Financial Products | SMB & Business Owner Sales | Cross-Functional Collaboration | Organizational Change Management

PROFESSIONAL EXPERIENCE

Sales Director | Findlay Automotive Group (INEOS Grenadier) | Las Vegas, NV | 2023 – Present

Transferred to Findlay INEOS Grenadier in November 2025 after building a strong performance record at a high-producing volume store within the Findlay Automotive Group (550+ units/month) — representing continued growth and trust within the organization.

- Lead, coach, and develop the sales team daily through live deal participation, one-on-one performance reviews, and accountability-driven training — functioning as de facto General Sales Manager without the formal title.
- Manage full inbound and outbound sales motion across floor traffic, internet leads, phone inquiries, and digital outreach, building process and consistency across all channels to maximize conversion.
- Create and execute sales messaging, objection frameworks, and closing strategies the team applies in the field, driving quota attainment and improving deal quality across the board.
- Serve as active F&I producer, structuring deals, analyzing credit, and presenting financial products to business owners and individual buyers, adding direct revenue contribution alongside leadership responsibilities.
- Spearheaded full technology transformation of dealership sales infrastructure, leading the team from Impel to Matador to DriveCentric — including parting ways with a long-standing CDK/eLead CRM relationship.
- Built the internal case for each platform change, gained leadership buy-in, and led team adoption — turning organizational change into a competitive advantage in lead response, pipeline visibility, and conversion tracking.
- Developed and delivered multiple internet sales training programs from the ground up, covering discovery, follow-up cadence, and closing methodology — attended by both internet and floor sales reps.
- Created the dealership's new employee onboarding packet and orientation framework, establishing a consistent foundation for every team member joining the store.
- Conduct monthly vendor and data reviews, applying performance metrics to identify trends, remove pipeline blockers, and improve output across all KPIs including calls, appointments, closes, and deal size.

Licensed Real Estate Agent | Blue Print Real Estate Services | Las Vegas, NV | 2021 – Present (Active License)

Left automotive sales to pursue real estate full time, building a client base from scratch in a commission-only environment where performance was the only metric that mattered.

- Represented buyers and sellers across residential transactions, applying the same discovery-first, trust-based sales approach developed in automotive to a high-stakes, high-emotion buying environment.
- Transferred existing Google Business reputation — built during AutoNation tenure — into real estate, generating inbound leads from clients who sought out a proven service record rather than a new agent.

- Developed skills in financial analysis, deal evaluation, and investment strategy that continue to be applied as an active personal real estate investor under Clear Aim Property Group LLC.
- Returned to automotive sales leadership while maintaining an active Nevada real estate license — bringing a broader financial services perspective and a sharper understanding of how clients make high-stakes decisions.

Internet Sales Professional | AutoNation | Las Vegas, NV | August 2018 – March 2021

Consistently ranked among top internet sales producers in a high-volume dealership environment, converting inbound leads across multiple channels into closed deals.

- Built a reputation as a reliable closer and team resource, with a client-first approach that generated repeat and referral business beyond the initial transaction.
- Left to pursue real estate full time, seeking an environment where performance drove advancement rather than tenure.

Internet Director & Sales Manager | Pride Auto Sales | San Antonio, TX | 2016 – 2018

Led a high-velocity team converting inbound internet leads and phone inquiries into closed deals, managing the full pipeline from first contact to delivery.

- Developed and executed outbound and digital advertising strategies across multiple channels, increasing qualified lead volume and improving cost-per-sale metrics.
- Coached the team through discovery-first sales conversations, teaching reps to uncover pain and position product value before presenting price.
- Built scalable sales processes and rep accountability structures that reduced performance inconsistency and created a repeatable winning formula across the team.

ADDITIONAL EXPERIENCE

Coach | 10X Mindset Sales Coaching | Las Vegas, NV | 2021 – Present

- Run a sales coaching practice focused on mindset, process, and performance — working with sales professionals to close skill gaps, build confidence, and consistently exceed targets.

EDUCATION & DEVELOPMENT

High School Diploma

Committed to lifelong learning through sales workshops, leadership seminars, entrepreneurial masterminds, and daily skill development. Education is ongoing — not a date on a certificate.

LICENSES & CERTIFICATIONS

- Nevada DMV Automotive Sales License — Active
- Nevada Real Estate License — Active | Blue Print Real Estate Services

TECHNICAL PROFICIENCIES

DriveCentric | Matador | Impel | CDK / eLead | VinSolutions | Google Business Profile | CRM Migration & Team Adoption | Digital Lead Management | Sales Pipeline Analytics