

Stephen Larson

SALES & SALES MANAGEMENT | BUSINESS DEVELOPMENT | F&I

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SUMMARY

Thirty years of face-to-face selling, sales management and finance, with the customer book to show for it. Equally at home carrying a bag and running the department: highest-grossing salesman at a top-20 European motorsports dealership in North America, sales and finance manager through an eight-year run in the national top percentile for margin, and general sales manager who took a start-up store to #2 in its region inside a year. The product has been motorcycles. The discipline behind it, relentless follow-up, straight numbers and buyers who come back twenty years later, moves to any floor.

WHAT I BRING

- Repeat and referral business built over 20+ years
- Hiring, training and mentoring sales teams
- F&I: American Honda Finance, Credit Life & Disability
- CRM and pipeline management (Lightspeed)
- Incentive, promotion and pricing programs
- New-location startup and relocation
- Vendor, supplier and partner relationships
- Customer retention and conflict resolution

EXPERIENCE

Southern Honda Powersports — East Ridge, TN

2025 – Present

Motorcycle Sales

- Sell new and pre-owned units at a 100,000 sq ft Honda Powerhouse dealership that has moved 85,000+ machines since 2004 and draws buyers from seven states.
- Quote transparent, all-in out-the-door numbers at a no-dealer-fee store, placing deals through a finance desk holding American Honda Finance's Council of Excellence award since 2006.
- Work store and web leads alongside a thirty-year personal customer book.

Pandora's European Motorsports — Chattanooga, TN

Sept 2016 – 2025

Senior Salesman, promoted to Sales Manager (2019)

- Consistently the highest-grossing salesman at a dealership ranked in the top 20 European motorsports stores in North America.
- Delivered 10% year-over-year growth in unit sales and 25% year-over-year in accessory value-add.
- Promoted to Sales Manager in May 2019 on sustained gains in customer retention and five-star reviews, then raised team output through structured training and incentive programs.
- Helped plan and execute the dealership's move into a new, purpose-built facility, and held manufacturer and vendor relationships together through Covid-era inventory restrictions.
- Built hometown brand awareness by sponsoring events across the Chattanooga riding community, and launched a customer-facing video blog that brought in new buyers online.

Hourglass Motorsports

July 2015 – July 2016

General Sales Manager

- Built the sales operation of a new dealership from the ground up, spanning sales, service and management.
- Drove the initiatives that took the store to #2 in the region for BMW Motorrad and Triumph.
- Worked in lockstep with finance and service to deliver a genuine white-glove customer experience.

Blue Moon Cycle — Norcross, GA

May 2007 – July 2015

Sales and Finance Manager

- Ran daily operations for both sales and finance, including setting and holding department sales goals.
- Held a nationwide top percentile for margin on new and pre-owned inventory for BMW Motorrad USA.
- Named to the top 25 sales professionals on the customer service index.

Lawrenceville Honda-Yamaha — Lawrenceville, GA

July 1996 – May 2007

Salesman

- Top writer of American Honda Finance contracts, at the largest Honda motorcycle and ATV dealership in the Southeast.
- Longest tenure of any sales team member in the dealership's history.
- Sold more Honda generators over a ten-year span than anyone in the Southeast, and grew return and referral business throughout.

EARLIER

Rosekrans & Associates Painting and Decorating, Roswell, GA — Part Owner and Proprietor, 1993–1996 • **Marriott International**, Atlanta, GA — Bell Captain and Concierge Services Manager, 1988–1993

RECOGNITION

Manufacturer awards for top-tier sales • Top Sales Producer 2000–2006, Lawrenceville Honda-Yamaha • Top 25 customer service index, Blue Moon Cycle • Silver Plume Concierge Award and Top 100 Bell Captain, Marriott