



JOB DESCRIPTION

Job Data

Job Title:	Salesperson
Department:	Sales Department
Supervisor:	Sales Manager/Dealer Principal
Status:	Full-time position

Summary Description

To provide prompt, dependable, high quality, vehicle sales to customers by using current proactive feature benefit sales techniques.

Key Result Areas

- Customer Service
- Motorcycle Sales

Major Duties and Responsibilities

1) Customer Service

- Follow the C.U.S.T.O.M. sales process.
- Greet customers immediately, in a courteous and friendly manner.
- Handle telephone transactions quickly, and courteously.
- Ensure customers are properly qualified for needs, wants, and ability to buy.
- Practice a feature / benefit selling methodology so that all customers receive consistent treatment when doing business.
- Use a common and consistent quotation methodology for vehicle sales, trade-ins and purchases.
- Conduct a pre-delivery inspection prior to delivery to customer.
- Ensure the delivery to customer is an "event" which endears the customer to the dealership.
- Contact customers using mailing lists, tickler files and personal follow-up to encourage additional sales and ensure customer satisfaction.
- Handle customer complaints reasonably, showing empathy and a positive attitude, and demonstrate our commitment to "Make Things Right".
- Attend training sessions to keep current with sales techniques and sales department issues.
- Cultivate prospects (e.g., showroom customer follow-up, phone-in inquiries, past owners, etc.).

2) Sales

- Attain new and used sales quotas as agreed upon with the sales manager.
- Use floor time effectively to meet customer needs and solicit sales of all products.
- Present the features of all products to customers along with their benefits.
- Show each customer advantages of products over competing brands.
- Maintain the computerized inventory control system along with net profit objectives which eliminate the possibility of "lower than anticipated" profits.
- Cross sell additional parts, accessories, HOG memberships, F&I products, Warranties & service contracts etc. with all new and used vehicles.

- Maintain profit margin objective for all vehicle sales.
- Follow procedures to ensure timely and proper completion of all paperwork.
- Follow procedures for quick and efficient handling of warranty items, including tagging and proper storage of these items.
- Introduce new customers to the service, parts, general merchandise and F&I departments and their personnel.

3) Other Duties

- As assigned

Supervisory Responsibilities

- N/A

Commitments

- Treat all employees and customers fairly, courteously, and with respect.
- Model superior customer service behavior for all personnel by maintaining positive relationships with customers, colleagues, owners etc.
- Be honest and fair with all business dealings.
- Attend all relevant training programs.
- Be prompt and available for flexible scheduling.
- Remain current with all Sales department training available by reviewing ProSell & P.A.C.E. tapes and attending seminars, workshops, and other related training programs assigned by the Sales Manager.
- Meet or exceed sales quotas on a regular basis.
- Continually learn more about the products and services you sell. Stay current on motorcycle trends and selling features.
- Show commitment to continually learning more about the products and services relevant to your job.
- Wear appropriate uniform on all work occasions.
- Demonstrate an interest in growing the service business.
- Focus on quality.

Qualifications & Job Requirements

- Salesperson vehicle sales licence.
- Current, valid motorcycle licence or willingness to obtain.
- Current National police clearance or willingness to obtain before commencement.
- Good communication and interpersonal skills and the ability to get along with a broad customer base.
- Efficient at performing tasks and a good work ethic.
- A good team player.
- Sound computer skills to be able to use our computer programs.
- Previous sales experience and demonstrated "closing skills".
- Experience with sales of brands that Great Southern Motorcycles sell, and other products sold by the dealership, or the demonstrated ability to quickly learn them.
- Must be able work effectively with all areas of the dealership to maximize both the buying experience for the customer and the profitability of the dealership.
- Demonstrate a genuine interest to increase sales and grow the business.

Physical Demands

- The noise level in the work environment is occasionally loud.
- Occasionally requires the ability to balance and push a motorcycle.
- Spend the majority of the day on your feet.

Working Conditions

- Is potentially exposed to battery acid, gasoline, chemical cleaning materials or other toxic materials commonly found in a motor vehicle service department.
- Occasionally, exposed to exhaust fumes or other airborne particles.

Position and occupant details

Note: Both parties are to sign and date the areas provided to indicate their mutual agreement of the requirements of the position. A copy should then be kept by both.

Job Description prepared by:	Responsibilities accepted by employee:
Dealer Principal: _____	Occupant Name: _____
Signed: _____	Signed: _____
Date: _____	Date: _____

Date of document

Last update: 24 January 2012