

# **Brian's Harley-Davidson**

## **Sales Person**

# **Job Description**

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### **Job Data**

Job Title:..... Sales Person  
Department:..... Sales Department  
Supervisor: ..... Sales Manager  
Pay Class / FLSA Status: ..... Salaried & Commission / Exempt

### **Summary Description**

Provide prompt, dependable, high quality, vehicle sales to customers by using current pro-active feature benefit sales techniques.

### **Key Results Areas:**

- Motorcycle Sales
- Customer Service

### **Major Duties and Responsibilities:**

#### **1) Sales Department Operations**

- Attain new and used sales quotas as agreed upon with the sales manager.
- Use floor time effectively to meet customer needs & 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.

#### **2) Customer Service**

- Follow the C.U.S.T.O.M. sales process
- Greet customers immediately, in a courteous and friendly manner.
- Handle incoming telephone calls focused on answering questions, securing information and working toward creating an appointment or customer to cultivate.
- When negotiating present amounts as directed by Sales Management

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  - 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 road test, and 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 & 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.)
  - Use tools to follow up customers until they buy .
  - Present every product using a walk around process to explain the product and its benefits, also to identify customer needs and wants.
  - Present 100% of the products to 100% of the people 100% of the time, practice the 300% rule everyday.

**3) Other Duties - As Assigned**

**Supervisory Responsibilities: None**

**Commitments:**

- Treat all employees and customers fairly, courteously, and with dignity.
- Model superior customer service behavior for all sales personnel by maintaining positive relationships with customers, employees GM and owner(s).
- 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.
- Be prompt and available for flexible scheduling.
- Be honest and fair in all business dealings.
- 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.

**Qualifications & Job Requirements:**

- Must have an approachable, likable personality.
- High energy level.
- Excellent communication Skills and demonstrated "closing skills".
- Knowledge and experience with sales of Harley-Davidson motorcycles, and other products sold by the dealership, or the demonstrated ability to quickly learn them.
- Must be able to work effectively with all areas of the dealership to maximize both the buying experience for the customer and the profitability of the dealership.

**Physical Demands:**

- The noise level in the work environment is occasionally loud.
- Occasionally requires the ability to balance and push an 600<sup>+</sup> lb. motorcycle.
- Sales persons spend the majority of the day on their feet, demonstrating products.

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### **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.

### **JOB POSTING:**

Brians's H-D has an opening for a Sales Person selling new and used motorcycles.

Our location is on Interstate 95 just above Philadelphia in a new state of the art facility with tremendous opportunity coming into the dealership everyday.

Excellent Health, Retirement Benefits and weekend work required.

Submit resume to [dmccarthy@brianshd.com](mailto:dmccarthy@brianshd.com)

### **JOB COMPETENCIES**

**Attributes: Will do**

**Customer Focus: A commitment to customer satisfaction.**

- 1. Diplomacy and Tact: the ability to treat others fairly, regardless of personal biases or beliefs.**
- 2. Resiliency: The ability to quickly recover from adversity.**
- 3. Personal Accountability: A measure of capacity to be answerable for personal actions.**
- 4. Interpersonal skills: The ability to interact with others in a positive manner.**
- 5. Goal Achievement: the overall ability to set, pursue and attain achievable goals regardless of obstacles and circumstances.**
- 6. Results Orientation: The ability to identify actions necessary to complete tasks and obtain results.**

**Values: Why do**

- 1. Utilitarian/Economic: Rewards those who value practical accomplishments, results and rewards for their investments of time, resources, and energy.**
- 2. Theoretical: Rewards those who value knowledge for knowledge's sake, continuing education, and intellectual growth.**
- 3. Traditional/Regulatory: Rewards those who value traditions inherent in social structure, rules, regulations, and principle.**

**Behaviors: How do**

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- 1. Frequent interaction with Others:** Requires a strong “people orientation,” vs. task orientation. The job will comfortably deal with multiple interruptions on a continual basis, always maintaining a friendly interface with others.
  - 2. Customer Oriented:** Requires a positive and constructive view of working with others. There will be a high percentage of time spent in listening to, understanding and successfully working with a wide range of people from diverse backgrounds to achieve “win-win” outcomes.
  - 3. Versatility:** Requires a high level of optimism and a “make it happen” orientation. It will require multiple talents and willingness to adapt them to changing assignments as required.

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