



## ***Superstition Harley-Davidson Job Description Sales Department Representative***

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### **Job Data**

Job Title: Sales Associate  
Department: Sales Department  
Supervisor: Sales Manager  
Pay Class / FLSA Status:

### **Summary Description**

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

### **Key Result Areas**

- Attain new and used sales quotas as assigned by the sales manager.
- Cross Sell Parts & Accessories to all purchasers of new or used vehicles.
- Maintain profit margin objective for all vehicle sales.

### **Major Duties and Responsibilities**

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

- Attain new and used sales quotas as set by 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.
- Cross sell additional parts, accessories, HOG memberships, etc. with all new and used vehicles.
- Follow procedures to ensure timely and proper completion of all paperwork.
- Introduce new customers to the service, parts, general merchandise and F&I departments and their personnel.

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



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- 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.).

### **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**



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- Knowledge and experience with sales of New Harley-Davidson motorcycles and other products sold by the dealership, or the demonstrated ability to quickly learn them.
- Must have the ability to get along with a broad customer base.
- Must have an approachable, likeable personality
- High energy level.
- Excellent communication skills and demonstrated “closing skills”.
- 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.
- Professional appearance and dress

### **Physical Demands**

- The noise level in the work environment is occasionally loud.
- Occasionally requires the ability to balance and push a 800+ lb. motorcycle.
- Sales persons spend the majority of the day on their feet, demonstrating products.
- Must possess ability to work under pressure and handle stress.
- Must have ability to meet regular required attendance and tardiness policies.

### **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 loud noise, exhaust fumes or other airborne particles.
- SHD is an “Employee-At-Will” company. Either employee or SHD may terminate the employment relationship at any time, for any reason, with or without cause or notice.