



MOTORCYCLE PRODUCT SPECIALIST

Job Description

The following duties for the position listed shall include but not be limited to:

ESSENTIAL FUNCTIONS

- Always remember that it's the job of everyone (seriously, everyone) in the dealership to sell the next bike.
- Enthusiastically & professionally execute the #Bell-Moto sales process, all nine steps, starting with a sincere and motivated greet.
- Continue engagement through to a *signed* offer to buy today *at some price* and under *stipulated conditions*.
- Authoritatively, sufficiently, and accurately log every lead and opportunity to the company guest log.
- Respond to and manage online leads from a variety of sources, implementing our "digital sales process," to include the recording and sending of video greetings, text messages, email replies, and voice calls.
- Work with Service and PG&A Departments to effectively "360" every buyer through the dealership, assisting in the sale of accessories, clothing, service labor and F&I products.
- Be willing to set the daily "stage," preparing our showroom for business to include pushing our inventory to its outdoor display locations.
- Easily relate general information to customers via telephone, i.e. directions, hours, location, and current promotions.
- Perform outbound messaging to existing customer base on a periodic a basis for the purposes of selling new bikes, informing guest about upcoming programs and events, and wellness checks.
- Attend and staff dealership events that do not include a primary focus on selling ie Bike Nights, Happy Hours, etc.
- Abide by all dealership policies pertaining to the department.
- Any other specific duties deemed necessary for the overall success of the dealership.
- Maintain a positive working relationship with all other employees.

QUALIFICATIONS

- Computer & Mobile Literacy – show facility with common productivity and communication platforms.
- Excellent customer service skills, broadly.
- High school diploma or equivalent required, some college preferred.
- Proficiency in Microsoft 365, Google for Business, Slack, and other common platforms.

This position reports directly to the Sales Manager.