

Summary Description

Focus on the in-store customer experience; follow up with dealership customers & presentation of Harley-Davidson motorcycles. The sale of Harley-Davidson motorcycles to dealership customers appropriate to their preferences and needs by following the Classic Harley-Davidson Sale Process

Duties and Responsibilities

- Welcome guests into the dealership.
- Narrow down the selection of Harley's to find which ones fit the customers' needs.
- Follow up phone calls to customers.
- Selling the fun and excitement of Harley-Davidson to customers.
- Responsible for making sure that every person encountered on the sales floor is entered into DP360.
- Aggressively but politely following up on all prospective customers.
- Meet and exceed contact goals as assigned by the Sales Manager.
- Follow all procedures to complete all paperwork accurately and in a timely manner.
- Maintain the showroom and display of motorcycles in a manner appealing to customers.
- Remain alert and on the floor, at all times.
- Greet customers immediately, in a courteous and friendly manner.
- Handle telephone transactions quickly and courteously.
- Ensure that customers are properly qualified for needs and wants.
- Practice an effective selling methodology so that all customers receive consistent treatment when doing business.
- Make introductions to other departments to promote cross-selling of Parts and Accessories, Financing, Insurance Products and Services, Warranties, and Service Plans.
- Follow policies regarding required paperwork, trade-in evaluations, test rides, pre-delivery inspections, and vehicle deliveries.
- Find solutions with a positive attitude.
- Team oriented, critical thinking and problem solving
- Open minded and adaptable to change
- Attend and complete HDU training sessions as requested by the Sales Manager.
- Perform other related duties as assigned or requested.

Supervisory Responsibilities

- None

Qualifications & Job Requirements

- Knowledge and experience with sales of Harley-Davidson motorcycles and other products sold by the dealership, or the demonstrated ability to quickly learn them.
- Passion for the motorcycling lifestyle and riding community.
- Must have the ability to relate with a broad customer base.
- Excellent verbal and written communication skills.
- Ability to present oneself as well as the company in a professional manner.
- Knowledge of applicable laws/policies/principles/etc.
- Proficient in the use of a personal computer and corresponding programs.
- Attention to detail.
- Interpersonal skills and customer service skills are required.
- Approachable, likable, and enthusiastic personality.
- Ability to get along with a broad customer base.
- High energy level needed.
- Be self-motivated, positive, driven, and helpful.
- Ability to handle confidential information responsibly.
- Great customer service, excellent personal communication, and demonstrated closing skills.
- Ability to work a flexible schedule including weekends, holidays, and evenings.
- Must be able to work effectively with all areas of the dealership to maximize both the buying experience of the customer and the profitability of the dealership.
- Experience with CRM and/or computerized inventory systems, or the ability to quickly learn.
- High school diploma preferred.
- Valid driver's license and motorcycle endorsement.

Physical Demands

- Requires the use of both hands.
- Frequently required to bend, stoop, crouch, reach, handle tools and lift 40lbs of material.
- Requires standing and/or walking for extended periods of time.
- Requires the ability to balance and push a 600+lb motorcycle.

Working Conditions

- The noise level in the work environment is usually loud.

- Potential exposure 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.
- Frequently works near moving mechanical parts.

In addition to the outlined essential job functions, the employee is required to complete all additional tasks assigned by his/her supervisor, as the supervisor sees fit for the position.

CLASSIC

HARLEY — DAVIDSON



WE STAND FOR...

Authenticity, Integrity, Accountability, Loyalty

WE ARE...

**the path to lifestyles which portray freedom,
authenticity, and trueness through open roads to
fit each of our customer's individual life**



OUR MISSION...

We believe in providing all things Harley-Davidson that may enhance the riding lifestyle of individuals regardless of their level of experience, wherever their road may take them. Our goal is to supply our customers with the best possible service. As a dealership we apply our industries most cutting-edge technology which in return helps to break into new markets while growing our valued relationships with our core riders.

We are available to serve the community while fulfilling individual dreams of personal freedom for all riders, enthusiasts, and team members alike. Our entire team is the key to driving all aspects of the Harley-Davidson lifestyle.