**Join the Novus Automotive Family at Durham Harley-Davidson!**

At Harley-Davidson, we are building more than machines. It's our passion and commitment to continue the evolution of this storied brand and heighten the desirability of the Harley-Davidson experience.

Serving the entire Durham Region, including Oshawa, Whitby, Pickering, Ajax, Scarborough, and extending north to Algonquin Park and east to Brighton, our dealership offers one of the best selections of new and pre-owned Harley-Davidson® motorcycles in Ontario.

To keep building our legend and leading our industry through innovation, evolution, and emotion we need the best and brightest talent. We stand for the timeless pursuit of adventure. Freedom for the soul. Are you ready to join us?

**Meet Novus Automotive:** In 2024, we launched a forward-thinking dealership brand that encompasses six dealerships across the Durham Region, including Durham Harley-Davidson. We are Novus Automotive, dedicated to reshaping the relationship between dealerships and drivers by crafting seamless experiences that bring peace of mind to the road.

**Position Overview:**

The Motorcycle Sales Associate at Durham Harley-Davidson, plays a vital role in creating a positive dealership experience by actively engaging with customers and providing support throughout the sales and leasing process. The successful candidate will achieve or surpass individual sales goals while adhering to licensing requirements and dealership policies. Strong interpersonal communication skills and a firm understanding of dealership inventory's capabilities are instrumental for succeeding in this role.

**What You'll Do:**

- Interact with customers in an enthusiastic, professional manner to help them find a motorcycle that suits their needs.
- Build and maintain positive relationships with customers to encourage repeat business and referrals.
- Execute motorcycle sales and leasing transactions in accordance with OMVIC regulations and dealership procedures, consistently aiming to achieve or exceed sales targets through effective sales and negotiation strategies.
- Develop a firm understanding of the dealership's current inventory, helping customers to make informed decisions.

- Deliver high-quality demonstrations of bike features and capabilities tailored to customer interests.
- Address customer inquiries regarding bikes, financing, and leasing options, and conduct follow-up interactions to ensure customers are satisfied with their purchase.
- Enter up-to-date information in the CRM system.
- Help maintain an organized, clean, and visually appealing showroom.
- Perform other sales-related duties and projects as directed by management.

**What You Bring:**

- Must have a valid OMVIC, Ontario Class G and Class M2 license or greater.
- Excellent verbal and written communication skills, maintaining a positive, professional approach with customers and team colleagues.
- 2+ years of previous experience in powersports or automotive sales.
- A firm understanding motorcycle capabilities and the ability to match riders with the appropriate bike to suit their needs.
- Ability to move and push motorcycles weighing up to 900lbs.
- Strong computer skills, previous experience with CRM software.
- Problem-solving skills with the ability to address customer concerns throughout the sales and leasing process.

**What We Offer:**

- **Paid Time Off:** 5 paid personal days, 3 weeks of vacation time (increased to 4 weeks after 5 years and 5 weeks after 10 years), 2 paid volunteer days, 3 paid bereavement days, and 5 paid new parent leave days.
- **Comprehensive Benefit Plan:** Enrolment in our comprehensive benefit plan starting on day one.
- **Competitive Compensation:** **This is a 100% commission-based role with a minimum wage guarantee. The estimated pay range of $60,000-100,000 annually is not guaranteed. Actual compensation may be higher or lower depending on individual performance and experience**
- **Training and Development:** Access to training and development programs.

- **Employee Perks:** Special discounts on vehicles and services across Novus Automotive

*We thank you for your interest in employment with Durham Harley-Davidson, however, only applicants selected for an interview will be contacted.*

*Please note, this posting is intended to generate a pool of qualified candidates for future opportunities within our organization.*

*Novus Automotive is committed to providing accessible employment practices that are following the Accessibility for Ontarians with Disabilities Act (AODA). If you require accommodation during any stage of the recruitment process, please contact HR@novus.auto.*