

## Position:

# Sales Associate



Ridley's Cycle opened in 1945 following Harold Ridley's return from WWII and has been family-owned and operated ever since. Its mission is to serve every type of rider in all our communities while offering the same kind of atmosphere Harold provided.

## Summary

Ridley's Cycle is seeking a motivated individual excited to guide customers in finding the products that best fit their riding needs. You will be the customer's guide on all things bikes, making recommendations, fostering relationships, and supporting customers on their bike journey. This candidate would demonstrate self-motivation, strong interpersonal skills, and excellent written and verbal communication skills.

Sales Associates are also expected to maintain merchandising and cleanliness of the store's salesfloor. You will be working in a fast-paced environment while engaging in continuous learning and having a great time.

## Primary Duties

- Meet and exceed sales targets on bikes, accessories, clothing and parts
- Maintain and exceed an NPS score of 85 or higher
- Meet all performance KPIs
- Engaging, guiding and assisting customers in a friendly, efficient manner
- Greet customers within 10 Seconds of them entering the store
- Maintain store presentation and cleanliness
- Complete daily merchandising and restocking, ensuring all products are represented on the sales floor.
- Assist in completing daily store maintenance checklist
- Understand stocking needs and make suggestions where applicable
- Understand the community you are working in and help the Store manager and community relations to brainstorm and execute local events to drive brand awareness.

- Help to prep Sales events by displaying sales items and display of POP
- Participate in the completion of collecting transfers
- Participate in daily huddles and debriefs

## **Performance Outcomes**

- Trek-U Guide status reached and maintained
- Positive attitude
- Motivated to assist every customer
- Ability to cultivate customer relationships
- Deliver excellent customer experience
- Reply to emails within 24hrs (excluding days off)
- Coachable
- Ability to turn constructive criticism into action

## **Skills & Qualifications**

- 2+ Years in Bicycle industry
- 2+ Years in the Bicycle Industry (or related Specialty Retail)
- Bike knowledge – Bikes, Clothing, and Accessories
- Excellent verbal and communication skills
- Proficient in Word, Excel and email tools
- Expert on POS (Ascend)
- Understanding of vendor B2B sites
- Goal Oriented

## **Working Conditions**

- Walking, standing, and sitting for extended periods
- Ability to lift 50 lbs
- 5 days per week including weekends, 9:45 am - 6:15 pm with a 30-minute unpaid lunch break, and one 15-minute paid break

## **Compensation**

- \$17-\$22/hr, dependent on experience
- 2 Weeks paid vacation/year – Vacations longer than one week in duration should be taken between October and February
- Eligible for Health Benefits following the probationary period