



**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. Ridley's Cycle's mission is to serve every type of rider in all our communities while offering the same kind of atmosphere Harold provided.

Ridley's Cycle is seeking a motivated individual who is looking for a full-time Sales Associate role at our Kensington location. This candidate would demonstrate characteristics like self-motivation, strong interpersonal skills, and excellent written and verbal communication skills.

**Description**

The Part-time Salesperson is on the front lines, assisting our customers in finding the products that best fit their riding needs. You are the customer's guide on all things bikes, making great recommendations, fostering great relationships, and supporting your customers in their bike journey.

**Primary Duties**

1. Meet and exceed sales targets on bikes, accessories, clothing and parts
2. Maintain and exceed an NPS score of 85 or higher
3. Meet all performance KPIs, including \$/HR, Add Ons, and email capture rate
4. Engaging, guiding and assisting customers in a friendly, efficient manner
5. Greet customers within 10 Seconds of them entering the store
6. Maintain store presentation and cleanliness
7. Complete daily merchandising and restocking, ensure all products are represented on the sales floor
8. Follow up on customer Quotes and Leads
9. Assist in completing daily store maintenance checklist
10. Understand stocking needs and make suggestions where applicable
11. Ensure all products are accurately tagged, including formatting, price, description, etc.
12. 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.
13. Help to prep Sales events by displaying sales items and display of POP
14. Participate in the completion of collecting transfers
15. Participate in daily huddles and debriefs

**Performance Outcomes**

- Manage, inspire and lead
- Maintain a positive attitude
- Reply to emails within 24hrs (excluding days off)
- Coachable
- Sales targets and KPIs met and exceeded

**Skills and Qualification**

- Experience in the bicycle industry
- Expert bike knowledge - acquired through commitment to training
- Excellent organizational and time management skills
- Exceptional interpersonal skills, Ability to cultivate customer relationships
- Strong written and verbal communication
- Proficient POS (Ascend), vendor B2B sites and email tools
- Coachable

**Working Conditions**

- 8 hours per day, 5 days per week.
- 30-minute unpaid lunch break and one 15-minute paid break
- Ability to lift 50 lbs., carry and stack boxes up to 50 lbs.
- Able to stand, walk and sit for extended periods

**Compensation**

- \$18-24/hr dependent on experience and bike knowledge
- Paid Vacation time
- Health Benefits eligible