

Sales Manager

Ridley's Cycle Westhills



What you'll do

This is a job for someone who loves people, cares about making the world a better place, and knows how to run a show. It requires strong leadership skills and the ability to build up the people around you.

You'll be a mentor, a leader, a teacher, and an inspiration—and you'll do it all while having a whole lot of fun. Your goal is to run not only a successful shop, but a shop that's awesome for your community, your customers, and your employees. You will have the opportunity to change people's lives.

As the Westhills Sales Manager, a lot of responsibility will rest on your shoulders. You'll lead the charge in every aspect of your store's day-to-day operations and plans for future success, and you'll be accountable for setting the standard for amazing customer experiences, top-notch employee performance, and budget-beating sales.

12 non-negotiables of Ridley's culture

- 1) Cycling is important to you
- 2) Be Positive
- 3) Love what you do & the difference you can make
- 4) Be a good teammate – We are all one team
- 5) Get the Job Done – be accountable
- 6) Be open to new ideas and learn everyday
- 7) Field a great team
- 8) Deal with reality – What difference can you make within your control?
- 9) Benefit of the doubt - we have mutual trust for each other. Don't make assumptions without the facts

- 10) Be a great host and inspire our customers - welcome everyone to cycling and help make their next ride better!
- 11) Take care of people Give back to our community
- 12) We Have Fun!

What you'll be responsible for:

- Willingness to get it done!
- Ability to assess processes and audit for improvements and efficiencies.
- Onboard, coach and lead upcoming employees to maximize efficiency and sales & customer experience results.
- Reviews sales and service totals weekly, execute Ridley's training/action plan to implement and monitor KPI improvements.
- Hold staff and team accountable to Ridley's Cycle expectations and culture
- Create and monitor staff schedules for efficiency and budget KPI.
- Maintain a great looking store, both the front and back end
- Ensure inventory is stored, organized, and can be found efficiently.
- Ensure accurate inventory through implementation of cycle counts.
- Review Layaways weekly at minimum to remove all inactive layaways from Ascend and ensure optimum access to inventory.
- Willing to try new things to maximize the performance of the store and foster a culture of learning with your team(s).
- Work alongside HR team to write job descriptions and send offers immediately upon agreement.
- Maintain schedule and keep wages up to date given daily/weekly adjustments if necessary.
- Balance employees' requests and desires for time off with the needs of the store.

- Maximize pick-up in-store e-commerce experience with customers.
- Weekly and monthly inventory cycle counts being completed.

Key Dates

- Schedule is released and published on the 15th of the month prior.
- Listen 360 reviews are actioned within 48 hours with a customer follow up, flag removal, and notes.
- When asked for accountability or delegation you can reply in a timely manner and confirm.
- Reply to coworkers within a timely manner 24-48 hours unless urgent.
- Morning meetings happen every single day with relevant content for the sales & service staff.
- Wednesday mornings from 9:10am-9:40am you're committed to the Leadership Meeting and will complete your store's scorecard and update your rocks.
- Daily store checklists are thoroughly completed across sales, service reception, and repair shop.
- Store audits are completed once per month with a 90% pass rate.
- Monthly inventory cycle counts are completed and submitted to our Buyer and General Manager

Overall, your weeks look like this;

Financial performance = 50%

- Actively work the sales floor, interacting with customers and employees to achieve the store's sales goals.
- Participate in the annual budgeting process, quarterly/monthly financial review meetings, and other meetings as necessary.

Staff performance = 25%

- Organize, implement, and execute weekly staff training plans. Training areas include sales, merchandising, Daily Task List, Ascend POS, Ascend Analytics, and product training.
- Validate training through a variety of methods including active role-playing, Trek University, secret shop reviews, and direct observation.
- Conduct a bi-weekly leadership meeting with Service Lead, Sales Lead, Inventory Lead, and General Manager to review the past two weeks performance as well as plan for future weeks.

Store merchandising and operations = 15%

- Participate in store merchandising to ensure a professional, accessible, and inviting shopping experience—this includes sorting, straightening, arranging fixtures, and setting up feature displays.
- Monitor store supplies and ordering or purchasing additional supplies as needed.

Human resources = 10%

- Actively take part in all aspects of human resources and staffing within the store, including interviewing potential employees, completing new-hire paperwork, creating schedules, and implementing discipline.
- Scheduling and performing staff reviews with Store Manager
- Knowledge and clear understanding of Ridley's benefits and bonus programs