

POSITION TITLE: Retail Sales Associates Level 3

DEPARTMENT: Sales

REPORTS TO: Store Manager



This individual should be enthralled by bicycles, devoted to customer service, and dedicated to completing assignments and projects to meet the high standards of quality at Bingham Cyclery. This position requires high level product knowledge and experience selling in a high-end bicycle retail environment as well as strong leadership skills.

Primary job duties include but are not limited to:

- Total year sales greater than \$300,000
- Proactively manages customer relationships using Quote system and other communication tools to stay connected
- Take the lead in restocking and merchandising product and ensuring the sales floor is ready to best serve customers
- High End accessories and parts knowledge, Full suspension bike design features and benefits,
- Direct customers through entire sales process
- Respond to customer concerns with utmost level of professionalism
- Complete a training program which involves in-store training as well as paid, internet-based training
- Familiarity with all bike brands and models that we stock
- Interact with customers and provide exemplary customer service; educate customers about bicycles, bicycle accessories and clothing, and any other cycling-related products in the store
- Perform bike sizing for bikes of all makes and models
- Assist in the daily operations of the store, including cleaning and organizing
- Custom bike sales (select compatible parts to build up a bare frame)
- Participate in planning sessions to guide inventory selection and depth
- Learn from your coworkers and share knowledge regarding new products and events
- Strong leadership/coaching skills
- Learn, understand and adhere to company policy, programs and standards
- Perform other tasks assigned by store manager

The Retail Sales Associate Level 3 position is a part time or full time position; you will work up to 40 hours per week depending on the season, and you should have the ability to work evenings and weekends.

The ideal candidate:

- Should be passionate about cycling as well as promoting the benefits of a cycling lifestyle and culture.
- Has at least 2 years of sales experience working in retail, preferably with bikes
- Is comfortable working as part of a incentive-based system where sales and outreach performance are measured
- Enthusiastically embraces the concept of serving the customer and providing an exceptional retail experience
- Is capable of safely lifting and carrying 50lbs on a regular basis
- Is intrinsically motivated, able to work both independently and as a member of a team, and thrives in a dynamic, fast-paced environment
- Ability to speak Spanish or other languages is encouraged

Wage: \$14.00-18.00/hour with up to \$250 of incentives per month

Benefits: Use of rental bikes, Employee Purchase perks

Start Date: Immediately

Location(s): All Bingham Cyclery Locations

Application Instructions: Complete online job application

(<https://www.binghamcyclery.com/about/application-for-employment-staff-pg1412.htm>) AND email your resumé with a list of three professional references to jobs@binghamcyclery.com