



Job Description

Position: Sales Advisor

Reports to: Sales Manager

Job Purpose

- Advocate for the customer
- Offer sales solutions that are customer specific
- Build long term customer relationships
- Promote BMW Standards & Best Practices

Position Requirements

- Motor vehicle sales experience
- Familiarity with BMW product line
- Excitement with the BMW motorcycle product line
- Strong organizational skills
- Ability to teach
- Effective communication skills
- Motorcycle endorsement
- Insurable with our insurance provider (clean driving record)
- Possess or ability to acquire full motorcycle riding gear stocked through BMWOR within first 30 days

Departmental Responsibilities

- Demonstrating enthusiasm for all products & service offered from BMWOR.
- Revealing an in-depth knowledge of BMW motorcycles, accessories, & apparel.
- Assuming full responsibility for the entire sales process.
- Getting to know the customer via an in-depth interview.
- Accommodating the customer's product preference via a presentation & demonstration.
- Finding the right BMW motorcycles for the customer via product supply resources.
- Determining the best trade-in value .
- Exceeding the customer's purchasing needs via seamless sales procedures.
- Completely preparing all sales process paperwork, preferably before the customer arrives.
- Preparing the customer for ownership via a smooth deliver that accommodates all of the customer's expectations & dealership requirements.
- Communicating a commitment to the customer relationship via regular contact, even after the sale.
- Following up with undecided customers & prospects.

BMW Motorcycles of Western Oregon

**BMW Motorcycles of
Western Oregon, Eugene**

Address

2891 W 11th Ave
Eugene OR 97402

GPS Coordinates

N 44° 02.878'
W 123° 08.114'

Phone

541.338.0269

Fax

541.338.0270

**BMW Motorcycles of
Western Oregon, Tigard**

Address

12010 SW Garden Pl
Tigard OR 97223

GPS Coordinates

N 45° 25.987'
W 122° 45.673'

Phone

503.597.7097

Fax

503.597.7098

Website

www.bmwor.com

- Inviting all new customers & prospects to become involved in our community via newsletters, events, BMW Riders of Oregon.
- Handling all customer question, complaints or problems, ensuring they are resolved beyond the customer's expectations & in a timely manner.
- Developing new business & leads through a variety of marketing efforts.
- Offering ideas for new marketing efforts.
- Following up on all leads in a timely manner (same day).
- Customizing all sales presentations.
- Being thoroughly knowledgeable on pricing & specifications of BMW motorcycles & competitive products.
- Understanding BMW Financial Service products & presenting these to the customer.
- Meeting or exceeding monthly targets for new unit sales.
- Meeting or exceeding monthly targets for accessories/apparel sold with deals.
- Keeping all motorcycles in inventory ready for deliver by being clean, fully charged, and full of fuel.
- Attending trade shows & outside events.

Interdepartmental Responsibilities

- Providing information to other dealership staff regarding the customer's needs & expectations.
- Actively cashier customers at the parts counter.
- Assisting in answering phones.
- Working cooperatively with all departments & personnel.

Staff Meeting Responsibilities

- Attending weekly staff meeting.
- Being prepared to provide constructive input during weekly staff meetings.
- Updating staff on rides or events that you are coordinating.

Educational Responsibilities

- Successfully complete BMW online training with 2 weeks of being each class being offered on BMW web based system.

Personal Responsibilities

- Identifying short term (1 year) & long term (3 & 5 year) professional development goals related to this position.

Accepted by _____ Date _____
Employee

Approved by _____ Date _____
Supervisor