

At Balfe's it's all about people. And bikes! It's the passion, energy and enthusiasm of all of our colleagues throughout the business, which makes Balfe's a great place to work.

Our brand Purpose is: To make cycling welcoming for all and empower people to feel confident living life on two wheels.

Our brand Mission is: To enable everyone to feel empowered and supported to explore the benefits of cycling, by providing reliable honest advice and outstanding customer service.

Our brand Vision is: To be the cycling retailer of choice, renowned for our great product selection and exceptional service, earning the trust and loyalty of every customer.

Joining Balfe's means you'll be working with like-minded people, and you will have opportunities to develop your skills and experience, and plenty of career progression if you want it.

Balfe's Bikes Sales Specialist Job Description:

Reports to the Store Manager

Below is an overview of the role of the Sales Specialist role within Balfe's.

Sales Specialist have in-depth understanding of all company products and services, and the skills and industry knowledge required to all products and will help customers identify and purchase the products they require / desire. Sales specialist duties include selling, restocking, and merchandising. By maximising sales, the objective is to deliver first-rate customer service while expanding the company's customer base, the business's growth, and its revenue.

Responsibilities & Duties will include.

- Deliver first-rate customer service to all clients, both in-person and online. This entails responding to inquiries, guiding consumers towards the appropriate items, offering product demonstrations as necessary, and giving follow-up assistance.
- Maintaining excellent relationships with customers that are built on trust and encouraging the rest of the sales team to follow this example.
- Keep up to date with all new product launches in bikes and components. This will allow you to provide customers with the most up-to-date information and recommendations.
- Organise and lead store rides and create a weekly ride group. This is a great way to build relationships with customers and promote the store.
- Expertise and knowledge in bike fitting. This is a valuable service that can help customers get the most out of their bikes.
- Attend supplier events and use brand contacts for answering customers' queries. This will help you stay ahead of the competition and provide customers with the best possible service.
- Generate social media content. This is a great way to promote the store and its products to a wider audience.
- Seek local opportunities for linking with bike clubs to create a community around the store, build relationships with customers and promote the store.
- Meet or exceed sales targets. This is an important part of the role, as it will help the store to be successful.
- Find ways to work with the workshop in upgrading services. This could include offering bike fitting services, or recommending products and services that can improve the customer's cycling experience.

- Look at customers' events coming up. This is a great way to cross-sell products and services, and to ensure that customers are equipped for their events.
- Provide winterising bike recommendations and utilise bike wash services. This is a valuable service that can help customers extend the life of their bikes.
- Run training sessions on new products for staff across the company. This is a great way to share knowledge and expertise, and to ensure that all staff are up to date on the latest products. Conducting market research and sharing findings with the team
- Create demo days with brands for road bikes. This is a great way to promote the store and its products to a wider audience.
- Represent the high-end products such as Trek Project One and Specialized S Works in not just bikes, but all parts and componentry. This is a valuable service that can help customers find the products they need to achieve their cycling goals.
- Follow all the Companies policies and procedures.
- Work in a safe and efficient manner and adhere to all Company policies and procedures relating to Health and Safety.
- Follow company training plans which are provided in house and on behalf of our suppliers.

Qualifications/skills

- Proven sales expertise within retail
- Extensive knowledge of bicycle industry.
- Bike Fitting knowledge
- Ability to diagnose problems and find solutions.
- Solid communication and interpersonal skills
- Customer service focused, and leadership skills.
- Excellent time management skills
- Ability to Multitask
- Friendly, helpful, confident and engaging personality

Our Values

Passion - We love cycling, and we love what we do – we're excited to share our passion with the world. It's what makes Balfe's a fun and positive place to work.

Teamwork - There are no egos here – we work collaboratively for the greater good of the team. We go the extra mile for our customers, and each other!

Honesty -Good relationships are built on trust. Our customers can trust us to be honest and reliable at all times – we want to break down barriers and make cycling simple.

Community - We're here to help the cycling community, and welcome new people to it. Our open and friendly team are ready to assist people along all stages of their two wheeled journey. We believe that cycling is for everyone.

Knowledge - Our goal is to provide our customers with all the knowledge they need to feel confident on two wheels. We pride ourselves on our level of collective experience and are constantly working to upskill our team.