

SUPERBIKE FACTORY

ALWAYS READY TO RIDE

Superbike Factory Ltd
Snape Road | Macclesfield | Cheshire | SK10 2NZ
Tel: 01625 353012 / Fax: 01625 353002

Job Title: Sales Executive

Department: Sales

Location: Macclesfield / Donington / Bradford / Bristol / Milton Keynes / Crawley

Reports To: Sales Manager (site-specific)

Level: Entry-Level

Employment Type: Full-time

Job Purpose

At SuperBike Factory, our goal is Making Bikers Happy, and every role plays a vital part in delivering that happiness. As a Sales Executive, you will guide customers through the entire sales journey — from initial enquiry to final handover — delivering a professional, efficient, and enjoyable buying experience. You will play a key part in hitting sales targets, promoting finance and additional products, and upholding showroom standards, acting as a proud ambassador for the SuperBike Factory brand.

You will bring passion and ownership to your work, contributing to a positive, innovative, and supportive environment where both colleagues and bikers feel at home.

Key Responsibilities

Lead with Passion

- Provide an outstanding welcome to customers, whether online, over the phone, or in the showroom
- Deliver an exceptional experience at every stage of the sales journey

Innovate Continuously

- Suggest new ways to improve sales techniques and the customer experience
- Share customer feedback to support continuous improvement

Own Your Work

- Manage all inbound and outbound sales enquiries using our CRM systems
- Take ownership of your sales pipeline and follow up with all prospects in a timely, professional manner
- Promote finance, warranties, and other add-on products to maximise revenue
- Support showroom housekeeping, bike display, and presentation standards
- Maintain accurate records for all sales activity, customer interactions, and outcomes

Collaborate as a Team

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- Work with the Processing, Workshop, and Finance teams to ensure seamless handovers and customer satisfaction
- Liaise with the broader Sales team to meet showroom targets and cover peak periods

Support Learning

- Participate in sales training and development opportunities
 - Share product knowledge and success stories with the wider team
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Required Skills and Qualifications

Experience

- Experience working in a customer-facing sales role (e.g., telesales, retail, or automotive sales)
- Proven ability to work in a fast-paced, target-driven environment

Technical Skills

- Proficient with CRM systems and Microsoft Office
- Comfortable managing a busy sales pipeline and working to structured targets

Key Attributes

- Passionate about customer experience and results
 - Confident communicator with a persuasive yet friendly style
 - Resilient and adaptable under pressure
 - Enthusiastic about motorbikes (desirable, but not essential)
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Performance Standards

- Achieve or exceed individual and team sales targets
 - Maintain high customer satisfaction and positive feedback
 - Complete all CRM and reporting requirements accurately and on time
 - Demonstrating SuperBike Factory's PILOT values across all sales activity
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Working Conditions

- Showroom-based role involving both telesales and face-to-face interaction

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- 40 hours per week, working 5 days out of 7 on a rota (including weekends and bank holidays)
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Job Context and Environment

- You will join a passionate, expert team dedicated to Making Bikers Happy
 - Challenges may include managing multiple leads at once, adapting to changing targets, and delivering a consistent experience under pressure
 - Tools include Click Dealer, Zoiper, Office 365 (Outlook, MS Teams), Geoff, CRM, WorldPay, XDial, and ADP
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Key Relationships

Internal: Collaborate with the Sales Team, Processing Team, Finance & Loans Team, Workshop Team, and Showroom Management

External: Engage with customers, suppliers, and community partners to uphold our reputation for service and value

Career Development Opportunities

At SuperBike Factory, your growth matters:

- Progression to Sales Controller, Assistant Sales Manager, or Sales Manager roles based on performance and demonstration of our PILOT values
 - Opportunities to participate in structured product, sales, and compliance training programmes
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Note: This job description reflects the role's core duties and expectations but is not exhaustive. It may be revised periodically in consultation with the post holder and line manager to support evolving business needs.