

Southern Cycles Customer Relations Associate / Sales

Selling bicycles is a long term relationship with the community. It is important to make immediate sales but first important to curate each customer experience to constantly build new rapport. Cycling is a dangerous hobby. Customers need a special trust with their cycle shop when it comes to either buying new bikes or fixing a used one. Making a customer feel like their money is well spent and their patronage well appreciated is the best way to cultivate loyal, returning customers.

Cultivating Loyal Customers

There are 100+ reasons a customer walks into a cycle shop. A few examples are: bicycle repair, accessory shopping, new bicycle shopping, or to “have a look around.” In each of these areas Southern Cycles is capable of delivering an excellent experience. SC employs professional bicycle repairmen, carries a diverse accessory line, sells new *TREK* bikes (exclusively in BR) and has beautiful bikes to look at. This presents every opportunity for a new Customer Relationship by creating an environment where a customer feels comfortable spending money only at their favorite shop.

TREK Bicycles

Trek Bicycle Co. is ideal for our modern world. With high quality, high volume manufacturing, Trek brings advanced bicycle technology to everyone. The Bontrager accessory line is the most diverse in cycling. Like Southern Cycles, Trek is a brand that cultivates loyal customers: people who do not feel comfortable spending their money on other brands.

My Personal Experience

- 8+ years cycling in Baton Rouge and Chicago
- nearly \$100,000 in sales at Capitol Cyclery in 2018
- became a Trek Master at Trek University
- community integration in Baton Rouge
 - South Downs / Perkins Overpass / Garden District / Mid City / Downtown
- known as someone who rides his well maintained bike everywhere
- bicycle assembler and mechanic

My Unique Ability

- establishing value with customers to sell accordingly
- maintaining complex personal / business relationships
- in depth knowledge of *TREK* bicycles
- multitasking projects and deadlines
- to be both firm and generous with customers
- closing quick sales and keeping up with the long sale

The Job I Am Looking For: *Customer Relations Associate or Bicycle Salesman*

As a Bicycle Salesman I will ask for the full responsibility of the floor. I will ask to always be the first person a customer sees when they walk in. I will ask that my time is spent prioritizing sales. I will ask for detailed records of sales to track my progress. I will ask for an evaluation every 90 days to have honest discussions about improvements that can be made.

The Job I Am Not Looking For: *Bicycle Repairman, Shop Manager, Retail Associate*

I am a good repairman but that is not where I excel. I do not want to be in charge of anyone or manage people in any authoritative capacity. I would like to answer only to the boss himself. Though I do not want these titles, I am not above any kind of work. All functions of the bicycle shop serve to further increase sales. I would be quick to help customers with easy repairs, to help the repairmen when they cannot get to an overdue customer bike, and quick to build new bikes for the floor as I sell them.

I would like a job where I can use my God given gifts to make an impact in my community. In the proper environment (Southdowns) with the proper product (*TREK* bikes) the possibilities are extremely profitable. Baton Rouge is thankful to Southern Cycles for giving us a choice in cycle shops and for delivering Trek bikes inside our city. I would love to be a part of this essential service as the Bicycle Salesman.

My 90 Day Goals

- sell (in net profit) twice what I am paid each month
- establish rapport with new and old customers both from Southern Cycles and my contacts
- begin a grassroots campaign in my current circles
- establish an accessible pipeline from the online *TREK* store to our customers

Listed on my resume are two relevant references: Gus Lewis at Capitol Cyclery and Kincaid Nelson at Front Yard Bikes. Both will corroborate my experience with bicycles, my ability to sell, and my ability to deliver on the goals I have listed.

Kincaid Nelson: 504 / 655-3617

Gus Lewis: 225 / 288-0742

Compensation: I will request an hourly rate above \$15. I also will request two days off each week: Monday and Tuesday. With the requested compensation and time off I can guarantee my commitment to an unfailing Wednesday-Saturday schedule. Commission would not be necessary.