



**Title: Independent Sales Rep**

**1099 Contract Position**

**Location: Various**

**Description & Primary Responsibilities:**

This is an opportunity to join the Dynamo team with the ability to have a direct impact on our success. Dynamo was founded by three bike industry veterans that are dedicated to transforming the PEV market. Dynamo is a pioneering company dedicated to unifying and empowering the electric bike industry. By streamlining and increasing distribution, optimizing operations, and providing cutting-edge and on-brand tools for dealers, Dynamo creates a seamless experience for all stakeholders, enabling brands to grow, dealers to thrive, and riders to experience the joy of electric biking. We are currently filling positions within our sales team and the right candidate will have the opportunity to have a direct impact in growing our dealer network. Our sales structure has a senior rep that will sell in as well as manage multiple reps underneath them in the respective territory. All positions will have routine engagement with our Chief Revenue Officer, Karl Heidgen. In addition, both the CEO and COO are very involved, and you will be working closely with them as well.

**Company Information:**

At Dynamo, our vision is to revolutionize and professionalize the e-bike industry by offering innovative services and solutions that meet the evolving needs of our dealers, brands and customers. Our solution will help drive the best experience possible for the customer, all while growing our dealers and brands in a healthy and on brand way. Dynamo redefines the way e-bikes are distributed, sold, and experienced by unifying the industry under a seamless operational framework. By streamlining distribution and optimizing efficiencies, we enable brands to scale, dealers to thrive, and customers to discover the perfect bike with ease.

At Dynamo, we are Electrifying and Empowering the Electric Bike Industry. Named after the device that converts wheel energy into electrical power, Dynamo reflects our mission to transform the Electric Bike industry. We focus on delivering a best-in-class customer experience through strong partnerships with top brands and dealers. Our unique solution supports every aspect of the sales cycle—brand, dealer, and customer—while helping the Electric Bike industry grow to meet its projected potential. Our goal is to convert energy into success for everyone involved.

**Position Information:**

This position will be one of the most critical in the organization and the right individual will have the ability to make immediate and substantial impacts to our success with flawless execution of the job requirements. This role will involve opening new dealers and selling our products in, as well as ongoing management of your existing stores, when applicable. The position will involve mostly local and some overnight travel visiting dealerships across their territory and selling in the various e-bike brands we serve. Each rep will have appropriate demo bikes and other sales materials to aid in their selling process.

## **Major Duties and Responsibilities:**

- Achieve sales goals by selling in e-bikes and related products and services into various bike shops, powersports dealers, specialty sports, big box retail, etc..
- Majority of the time will be finding target customers, setting appointments or showing up at their store, developing relationships to sell our products utilizing our feature/benefit selling methodology.
- Ongoing management of your stores, including re-orders, ongoing training of store staff on our effective and proven sales process, assist with merchandising the stores, ensure that the stores are always presented in a brand right manner and in compliance with our bike brand's standards, etc.
- Gain an understanding of the e-bike industry and have first class knowledge of our electric bike brands and models by studying characteristics, capabilities, and features; comparing competitive models and other available options.
- Helping the stores to either build out or improve their service, parts, general merchandise and finance departments.
- Cultivate prospects, constant follow up and engagement, participating in outside events, expos and seminars, and managing routine and ongoing demo days at our dealers/stores.
- Participate and network as needed.
- Provide a positive and highly ethical sales experience to all customers.
- Present features, advantages and benefits of each product we sell.
- Coordinate with the sales team on all deals, ensuring all information is complete and accurate.
- Daily work in our online platforms, CRM, B2B portal, etc, will be a critical part of this role.
- Conduct demo days, test rides, train sales staff on the pre-delivery inspection and key features prior to customer delivery, discussing features, maintenance and general operating instructions.
- Remain current with all sales department training assigned by Dynamo.
- Must also remain current with product updates.
- Daily use of CRM software to input and seek contact data.

## **Qualifications, Certificates, Licenses, Registrations:**

- Commitment to providing exceptional customer service.
- 3+ years sales experience with at least 1 in the biking industry (e-bike experience is a plus).
- Ability to ride e-bikes and promote the key aspects of each bike while in use.
- Experienced with computer software related to POS, CRM, or scheduling.
- Great customer service and "relationship selling" techniques.
- Experienced and knowledgeable on the current brands and models we carry.
- High energy, competitive and sales driven personality. Previous sales experience required.
- Ability to start a conversation with anyone. Ability to spend time making outbound calls, in person meetings and at external events.
- Ability and desire to provide exceptional customer experience with every customer every time.
- Ability to understand the e-bike industry and rider characteristics.

- Must be able to quickly maneuver on a computer.
- A self-starter with the ambition to meet goals and continue our success as a top performer.
- Motivated by commission and eager to improve themselves.
- Results & process driven.
- Exceptional communication and follow up skills - verbal - written – phone.
- Time management skills to be consistently productive.
- Continually seeking learning and improvement opportunities.
- Clean DMV, drug free (pre- and post-employment drug testing may be required) and background check. Because travel is a significant part of this role, a clean driving record, appropriate insurance, etc, are required and will have ongoing monitoring by Dynamo.
- Ability to get along with a broad customer base.
- Excellent communication and organizational skills.
- Friendly, outgoing personality, a passion for flawless results, and a strong work ethic.

**Physical Demands and Working Conditions:**

- Candidates will have demo bikes with them at all times, so the ability to transport bulky and heavy e-bikes is required.
- Must be able to lift 100 lbs.
- Must have the ability to stand/walk, as well as drive/travel for significant lengths at a time.
- Some events may require the employee to work at an off-site locations where the events are held.
- Majority of the work is conducted outdoor with significant travel to both prospective and your current base of dealers/stores being required.
- Must be able to work weekends and possibly evenings.

**Note: The above requirements and responsibilities are not all inclusive.**

**If you are ready to be a part of an amazing and committed team and want to be part of something special and unique to the industry, then Dynamo is the team for you to be a part of!**