

## **Job Description**

**Title:** Sales Manager – Indy Pro Store  
**Company:** Racing Force – BELL / OMP  
**Function:** Sales Support, Customer Service, Retail Sales, Social Media  
**Reports To:** Sales & Customer Service Manager

### **Job Summary:**

Provide sales and customer service support to Racing Force customers. Manage the Indy Pro Shop showroom, responsible for maximizing sales and assuring proper inventory management for Racing Force brands including BELL and OMP. Assist with social media marketing.

### **Primary Responsibilities:**

#### **Indy Pro Shop Sales**

- Oversee the Indy Pro Shop and showroom including sales, customer service, marketing, product selection, inventory management, merchandising and branding
- Work with the sales and customer service manager and sales director to determine the products and stocking levels at the Indy Pro Shop
- Coordinate the in-store sale, invoicing, and delivery of OMP / BELL products with the sales coordinator based in Miami
- Coordinate with sales and distribution for regular inventory transfers and shipments to maintain stock levels. Responsible for all sellable inventory and accurate inventory management including products provided to athletes for sponsorship
- Assist retail and walk in customers and help them with proper product sizing and selection. Develop and maintain outstanding customer relationships and provide excellent customer service
- Responsible for the accurate and timely entry of all sales orders. Work with distribution to ensure orders are processed and shipped in a timely manner
- Responsible for the square retail order entry cash register and deposit of funds in the local PNC branch. Coordinate with the accounting manager to reconcile payments collected to specific orders as needed
- Maintain a working and thorough knowledge of all OMP / BELL products and be able to answer consumer questions regarding features and benefits for the products sold on the Bell Racing website and retail stores
- Research and pilot sales and merchandising techniques and methods to enhance the consumer experience of buying OMP / BELL products
- Assist in the development of sales training programs for dealers and retailers to enhance their OMP / BELL product sales based on the methods perfected at the Indy Pro Shop
- Assist with dealer product and technical training at the Indy showroom, on-site and at trade shows
- Assist the Motorsports Director with athlete direct and VIP sales within the racing industry as needed
- Authorized to offer a maximum 10% discount off retail pricing for in-store sales. All other incentives for retail sales should be approved by the sales and customer service or upper management
- Responsible for coordinating the servicing and maintenance of company vehicles located at the Indy Pro Shop
- Assist with minor helmet service requests including the installation of helmet accessories to assist customers as needed

#### **Social Media Marketing**

- Assist with the administration of BELL and OMP social media programs with platforms including Twitter, Instagram and Facebook
- Assist with updating and posting content specific to North and South America including athlete and product posts
- Assist in the development of content plans and strategies to promote the various brands to support promotional and sales objective
- Monitor and respond to messages from followers and connect the person to the right internal contact who can best meet the customer's needs
- Monitor email and communication systems to assure a quick response
- Propose new social media and marketing strategies to increase traffic and sales through the Indy Pro Shop.

### **Dealer Support & Event Sales**

- Provide sales and customer service support to the sales and customer service manager
- Assist as needed with order entry for key dealers and other accounts as identified and directed by the sales and customer service manager. Enter other dealer orders and drop ship orders as directed by the sales and customer service manager
- Assist with web orders as needed. Assure the sales order is entered correctly in the ERP system.
- Participate in industry events and trade shows
- Provide sales assistance to dealers at events Bell attends in a supporting role as needed
- Provide phone support for answering the Bell 800 line
- Responsible for receiving and maintaining a log of packages sent to the Indy Pro Shop. Maintaining a working knowledge of the shipping manifest and shipping process to ship packages from the Indy Pro Shop

### **Skills & Experience**

- Two years of sales, marketing or customer service experience required
- Experience with project coordination
- Bachelor's degree preferred
- Experience in motorsports preferred
- Excellent communication skills, both verbal and written
- Fluent in English with Spanish as a second language preferred
- Strong organizational skills, with attention to detail
- Contribute to and facilitate a collaborative team, work environment
- Ability to thrive in fast paced, high-intensity situations
- Ability to work on right deadlines
- Proficient in Microsoft applications including Word, Excel, and Outlook
- Experience with QuickBooks, Enterprise Solutions or similar ERP system a plus

Resumes can be sent to [Graham.Sellers@racingforce.com](mailto:Graham.Sellers@racingforce.com)