



211 S. Fifth St. | Goshen, IN 46528 | 574-538-1350

Job Description: Sales Representative

Employment Type: Full-time

Location: On-site | Goshen

Company Overview

Janus Motorcycles is an American motorcycle manufacturer dedicated to creating classic, lightweight motorcycles that stand the test of time. Based in Goshen, Indiana, we hand-build motorcycles ranging from 250cc to 450cc that embody timeless design, exceptional craftsmanship, and the pure joy of riding. As a small, growing company, every team member has a direct impact on our products and a connection with our passionate community of riders.

Position Summary

Janus Motorcycles is seeking a Sales Representative to build relationships with prospective customers, guide them through the motorcycle purchasing process, and support continued customer engagement after the sale. This position is responsible for managing inbound sales inquiries, maintaining an active sales pipeline, and helping customers select motorcycles, options, accessories, apparel, and merchandise that best fit their needs. The Sales Representative works closely with marketing, production, scheduling, service, and purchasing to ensure accurate order execution and an exceptional customer experience. Success in this role requires excellent communication, organization, accountability, product knowledge, and disciplined follow-through. This is a full-time, in-person position based at our Goshen, Indiana headquarters.

Reports To: Sales & Marketing Coordinator

Key Responsibilities

Sales Execution

- Manage inbound sales inquiries from initial contact through completed purchase.
- Guide customers through motorcycle, options, accessories, apparel, and merchandise selections.
- Prepare accurate quotes and assist customers with financing or purchasing questions.
- Maintain consistent follow-up through phone, email, and CRM.
- Achieve individual sales goals through disciplined pipeline management.

Customer Relationship Management

- Serve as the primary point of contact throughout the purchasing process.
- Build long-term relationships that encourage repeat business and referrals.
- Communicate production timelines, delivery expectations, and order updates.
- Follow up after delivery to ensure customer satisfaction.
- Resolve customer concerns promptly and professionally.

Sales Operations

- Maintain accurate customer records and sales activity within the CRM.
- Coordinate with production and scheduling to ensure order accuracy.
- Work with purchasing and inventory to confirm product availability.
- Maintain accurate documentation for all customer orders.
- Support continuous improvement of the sales process.

Brand Representation

- Represent Janus Motorcycles professionally in every customer interaction.
- Develop a thorough understanding of Janus motorcycles and product offerings.
- Assist with customer events, open houses, rallies, and trade shows as needed.
- Communicate customer feedback to leadership to improve products and processes.

Core Competencies

- Clear and professional communication
- Organization and time management
- Customer-focused problem solving
- Accountability and follow-through
- Attention to detail
- Relationship building
- Adaptability

Required Qualifications

- High school diploma or equivalent.
- Two or more years of sales, customer service, or related experience.
- Strong written and verbal communication skills.
- Comfortable making outbound calls and managing multiple customer conversations.
- Ability to learn CRM and business software.
- Valid driver's license.
- Genuine interest in motorcycles and enthusiast products.

Preferred Qualifications

- Experience in powersports, automotive, or premium consumer product sales.

- Familiarity with HubSpot or similar CRM software.
- Experience working in a small business environment.
- Motorcycle riding experience and product knowledge.

Janus Team Responsibilities

- Contribute to a respectful, organized, and professional work environment.
- Communicate clearly and directly with coworkers and customers.
- Uphold Janus values of craftsmanship, accountability, and integrity.
- Support continuous improvement by identifying opportunities to improve processes and execution.
- Contribute to overall team effectiveness by supporting related tasks as needed.

What Success Looks Like

First 30 Days

- Complete training on Janus motorcycles, options, and sales process.
- Become proficient with CRM and sales systems.
- Begin managing inbound customer inquiries independently.
- Build familiarity with production scheduling and order workflow.

First 90 Days

- Maintain an organized and active sales pipeline.
- Consistently follow up with prospective customers.
- Demonstrate strong product knowledge and effective customer communication.
- Meet established activity and sales performance expectations.

First Year

- Consistently achieve sales goals.
- Develop a strong referral and repeat customer base.
- Maintain accurate CRM records and reliable sales forecasting.
- Contribute ideas that improve the customer buying experience and sales process.
- Serve as a trusted representative of the Janus brand while supporting continued company growth.