

DM VANS

TRAVEL IN GOOD COMPANY
BUILT IN COLORADO

Job Description: Sales Associate - DM Vans

Position: Sales Associate

Location: Hybrid (Rifle, CO with travel for trade shows and events)

Employment Type: Full-Time, Commission-Based

About DM Vans

At DM Vans, we're on a mission to make van life accessible to everyone. Located in the mountains of Colorado, we design, build, and sell award-winning Lifestyle Vehicles® tailored to meet the needs of adventurers from weekend warriors to full-time van lifers. Our purpose is to create possibilities that improve lives by providing affordable, adventure-ready vehicles, enabling our customers to personalize their journeys. We're a passionate team committed to building community and making adventure accessible. If you share our love for van life and enjoy connecting with people, we'd love to welcome you to our team.

Role Overview

As a Sales Associate at DM Vans, you'll be an essential part of our team, helping customers experience the possibilities of van life by guiding them through the process of choosing and customizing their Lifestyle Vehicle®. This role will be hybrid, combining on-site interactions in Rifle, CO, with remote customer outreach and support, as well as travel to national trade shows where you'll be the face and voice of DM Vans. The ideal candidate will be highly motivated, personable, and passionate about outdoor adventure, able to connect with potential customers and share our mission to make van life accessible to everyone.

DM Vans Core Values

1. **Assertive and Open-Minded:** Encourage open communication and confident decision-making with the ability to listen and adapt.
2. **Self-Aware:** Understand personal strengths and areas for improvement, fostering personal and professional growth.

3. **Ambitious:** Continuously strive for excellence in individual performance and company objectives.
4. **Authentic:** Lead with sincerity and genuine care for both customers and teammates.
5. **Not Assholes:** Cultivate a positive, respectful, and inclusive work environment where kindness and collaboration thrive.

Key Responsibilities

1. **Sales & Customer Engagement**
 - Engage with potential customers to understand their needs, lifestyle, and preferences, guiding them through the vehicle selection process.
 - Provide detailed product information, highlight the unique features of DM Vans' Lifestyle Vehicles®, and help customers customize their van to suit their personal adventure needs.
 - Build and maintain strong customer relationships to drive sales and encourage referrals, ensuring a personalized and supportive sales experience.
2. **Trade Show Representation**
 - Represent DM Vans at trade shows, expos, and other industry events around the country, showcasing our Lifestyle Vehicle® and engaging with a broad audience.
 - Create an inviting and informative booth experience, answer questions, and provide information to prospective customers.
 - Act as the face of DM Vans, embodying our brand values and mission, creating excitement and interest in our vehicles and services.
3. **Sales Process Management**
 - Follow up with leads promptly, manage the sales pipeline, and ensure all customer information is accurately recorded.
 - Collaborate with the Marketing and Customer Experience teams to ensure customers receive a seamless experience from the first point of contact to post-purchase support.
 - Use CRM tools to track customer interactions, update information, and manage follow-up communications.

4. **Product Knowledge & Training**

- Maintain in-depth knowledge of all DM Vans products and customization options, ensuring the ability to answer detailed questions and guide customers in making informed decisions.
- Stay up-to-date on industry trends, new product features, and customer preferences to refine the sales process and improve customer engagement.

5. **Team Collaboration**

- Collaborate with the operations, marketing, and customer service teams to align on customer needs, vehicle availability, and sales targets.
- Share insights from customer feedback and trade show experiences with the broader team, contributing to the continuous improvement of our product offerings and customer engagement strategies.

Key Skills & Qualifications

- **Sales Experience:** 2+ years of experience in sales, preferably in a high-touch retail or vehicle dealership environment. Experience in the RV, automotive, or outdoor/adventure industry is a plus.
- **Customer Service Orientation:** Strong interpersonal skills with a genuine passion for helping people, providing excellent customer service, and building relationships.
- **Self-Motivated and Goal-Oriented:** Demonstrated success in meeting or exceeding sales targets, with the drive to achieve personal and team goals.
- **Communication Skills:** Excellent verbal and written communication skills, with the ability to convey enthusiasm and product knowledge to diverse audiences.
- **Adaptability & Flexibility:** Willingness to travel nationally and work a flexible schedule, including weekends and extended hours for trade shows and events.
- **Technical Skills:** Proficiency with CRM systems (experience with HubSpot or similar) and general computer skills for managing customer data and communication.

Compensation & Benefits

This position offers a highly competitive, commission-based structure designed to reward performance and dedication. Compensation includes:

- **Base Salary Range:** \$35,000 - \$45,000/year
- **Commission Structure:** 2-5% commission on each van sale, with the potential to earn \$60,000-\$100,000 annually based on performance.
- **Trade Show Travel Expenses:** Covered by DM Vans, including a Lifestyle Vehicle® with potential for travel incentives based on performance.
- **Employee Benefits:** Access to health insurance, PTO, and participation in DM Vans' employee stock options program.

Join Us

If you're ready to bring van life to more people and become a key part of a values-driven company, apply now to join the DM Vans team. We're excited to hear from you and see how you can help us achieve our mission!