

# Sales Representative



## Position Specifics:

**Department:** Sales  
**Reports to:** Store Manager or Sales Manager  
**Supervises:** None

## Purpose:

Sells new and used agricultural and turf equipment to new and existing customers.

## Responsibilities:

- Represents the company for the sale of machinery to customers in a defined sales area
- Maintains current product knowledge on features and benefits of all equipment potentially saleable by the dealership
- Monitors competitive activity/products and timely communicates to management, accordingly
- Maintains all customer information in assigned territory for sales management
- Knows and follows a defined sales process
- Maintains assigned company vehicles and equipment
- Conducts new equipment field demonstrations
- Monitors trends in customer's business activities and timely communicates to management
- Maintains current knowledge of financing options to assist customers with securing the purchase of new and used goods
- Attends applicable sales training events/seminars
- May maintain current knowledge of used equipment values and ability to evaluate properly for trading purposes

## Experience, Education, Skills and Knowledge:

- 1+ years equipment sales experience
- Knowledge of agricultural or turf equipment and farming or operational practices preferred
- Ability to use standard desktop load applications such as Microsoft Office and internet functions
- Ability to work flexible hours
- Excellent customer relationship skills
- Ability to analyze and interpret basic sales reports
- High School Diploma or equivalent work experience