

Agricultural Equipment Sales Representative

Department Purpose: The sales department is committed to providing quality equipment to exceed customer expectations.

Job Purpose/Scope: The Agricultural Equipment Sales Representative sells equipment, products and services related to farming and agriculture in a rural market.

Job Duties/Responsibilities:

- Completes the intake of orders from customers in person or by phone.
- Identifies what new and innovative products would benefit existing customers and sets up appointments to review with customers.
- Consults with customers to suggest improvements with their existing equipment.
- Demonstrates the use of new agriculture equipment to customers.
- Develops sales contracts and completes paperwork within assigned guidelines.
- Provides reports to the sales manager on all transactions.
- Creates a list of prospective clients on a routine basis.
- Consults with the sales team to identify ways to acquire new customers.
- Develops sales tools to share with prospective clients.
- Provides customers with information on the estimated delivery schedule, contracts, warranty, and/or other information related to their purchases.
- Handles all customer questions, requests, complaints, and needs in a positive, timely manner.

Experience & Educational Requirements:

- At least 1-3 of progressive agriculture/construction equipment related sales experience and/or education.
- Excellent interpersonal skills, written and oral communication skills.
- Ability to present ideas in a business-friendly and user-friendly language.
- Ability to perform general mathematical calculations.
- Highly self-motivated and directed.
- Exceptional customer service orientation.
- Must have an excellent working knowledge of farm implement equipment and associated parts/services required for customers.