



Job Description

Sales Representative

Job Title: Sales Representative
Department: Sales
Reports To: Sales Manager / Store Manager
Supervises: None

Job Function:

Sells new and used agricultural equipment and consumer & commercial equipment to new and existing customers.

Essential Duties:

1. Represents the company for the sale of machinery to customers in a defined sales area.
2. Maintains current product knowledge on features and benefits of all equipment potentially saleable by the dealership.
3. Monitors competitive activity/products and timely communicates to management, accordingly.
4. Maintains sales management information for all customers in the assigned territory.
5. Maintains assigned company vehicles and equipment.
6. Conducts new equipment field demonstrations.
7. Monitors trends in customer's business activities and timely communicates to management.
8. Maintains current knowledge of used equipment values and ability to evaluate properly for trading purposes.
9. Maintains current knowledge of financing options to assist customers with securing the purchase of new and used goods.
10. Attends applicable sales training events, schools, & seminars as directed by management supervision.
11. Completes the required paperwork for sales deals, rentals, and demonstrations as instructed
12. Keeps himself/herself groomed and clothed as per the dealership guidelines.
13. Performs other duties or functions as so directed by management in line with the objectives of the dealership
14. As with all other employees of WIC, Inc., you will be expected to be a Team Player.



Skills & Qualifications:

- 1-2 years agricultural equipment/outdoor power equipment sales experience preferred.
- Ability to use standard desktop load applications such as Microsoft Office and internet functions.
- Ability to work flexible hours.
- Excellent customer relationship skills.
- High School Diploma or GED equivalent.
- Ability to analyze and interpret basic sales reports.