

Sales Representative



Department: Sales
Reports to: Sales Manager
Supervises: None

Salary Grade:
FLSA Status: Exempt
Effective Date: October 2011

Purpose:

Sells new and used agricultural and turf equipment to new and existing customers. Consistently exhibits MidWest Machinery Company's core values of Commitment, Passion, Progressiveness, Integrity, and Value Delivery.

Responsibilities:

- Represents the company for the sale of machinery to area defined customer base
- Proactively grows customer base in assigned territory and follows up on potential leads
- Maintains current product knowledge on features and benefits of all equipment potentially saleable by the dealership
- Monitors competitive activity/products and timely communicates it accordingly
- Maintains all customer information in assigned territory
- Knows and follows a defined sales process
- Achieves sales goals as determined by the company
- Maintains assigned company vehicles and equipment
- Conducts product field demonstrations
- Monitors trends in customer's business activities and timely communicates to sales manager
- Maintains current knowledge of financing/warranty/service options to assist customers with securing the purchase of new and used goods
- Attends applicable sales training events/seminars
- Maintains current knowledge of used equipment values and ability to evaluate properly for trading purposes
- Assists other sales/service/parts staff in identifying potential customers and completing sales
- Interacts in a positive and respectful manner with customers and fellow employees
- Performs other duties as assigned

Experience, Education, Skills and Knowledge:

- 1+ years equipment sales experience
- Knowledge of agricultural or turf equipment and farming or operational practices required
- Basic business knowledge and math skills
- Ability to use standard desktop load applications such as Microsoft Office and internet functions
- Ability to work flexible hours
- Excellent customer relationship and negotiating skills

- Ability to analyze and interpret basic sales reports
- High School Diploma or equivalent work experience; Associates or Bachelors Degree in business or marketing preferred
- Valid driver's license and insurable driving record

Physical and Mental Requirements:

- Frequent bending and stooping
- Ability to lift up to 50 lbs.
- Climbing/using ladders
- Ability to use a forklift/skidloader preferred