

## **Ag – Industrial Inc.**

### **Job Description**

**TITLE:** Sales – Whole Goods

**DEPARTMENT CLASSIFICATION:** Whole Goods Sales

**REPORTS TO:** Sales Manager

**FAIR LABOR STANDARDS ACT** Exempt

**JOB AUTHORITY:** Position has no management responsibilities. Position reports directly to the Sales Manager. Must coordinate activities with Trucking, Parts Sales & Service.

**SUMMARY DESCRIPTION:** Position's primary responsibilities are marketing and sales of whole goods products carried by the dealership.

#### **PRIMARY JOB RESPONSIBILITIES:**

##### **1. Responsible for generating revenue by :**

- a. Understanding our markets
- b. Visiting potential customers and building relationships to enable current and future sales & service opportunities. Also, maintaining a visit & follow up log and acting upon them to increase the dealership sales.
- c. Ensuring Walk – in customers are greeted appropriately and inquiries are made as to their needs.
- d. Telephone inquiries are handled in an effective, timely and courteous manner.
- e. Requests for information received via fax, e-mail, in writing and through the web site etc., are handled in an effective, timely and courteous manner.
- f. Meeting or exceeding established sales goals
- g. Developing and updating a customer database to include e-mail address and products/services bought from the dealership.
- h. Contacting all potential, current and past customers on some regular basis to understand how we can help them now and in the future and to offer them specials when applicable.
- i. Providing the Administrative Support personnel the appropriate information they need to complete on line or paper documentation to complete a transaction.

##### **2. Responsible for preparing equipment to be offered for sale as follows:**

- a. Preparing equipment for sale by performing general maintenance checks with the assistance of the mechanic to be sure it is working as designed
- b. Preparing used equipment by identifying and facilitating minor cosmetic work
- c. Arranging trucking for customer equipment delivery
- d. Setting up and maintaining equipment for display in a manner that would attract potential customers
- e. Photographing equipment as necessary for advertising or for distribution to potential customers

- f. Working with Sales Manager / Marketing Manager designing and implementing an Advertising plan
  - g. Verifying pricing with Sales Manager / Assistant Sales Manager.
3. Responsible for Negotiating sales of equipment and other related items as follows:
- a. Tactfully and with respect negotiates deal with the customer
  - b. Determines all other charges due (freight etc.) and best method of delivery if applicable
  - c. Accepts payment or arranges for appropriate financing
  - d. Works with Administrative personnel to document transaction and update all pertinent records
  - e. Performs follow-up to ensure customer satisfaction

#### OTHER JOB RESPONSIBILITIES

- 4. Responsible for keeping current on our products, those of our competitors and the industry in general
- 5. Responsible for representing the company at fairs, and other public events for the purpose of promotion and sales of our products
- 6. Responsible for knowing and following all company policies
- 7. Responsible for cleaning and organizing work area.
- 8. Responsible to provide assistance to other sales and service personnel as needed.
- 9. Responsible for other duties as assigned by Manager.