

JOB DESCRIPTION

SALES REPRESENTATIVE

Basic Function: Responsible for securing an assigned amount of profitable business for the company through proper planning, adequate territorial coverage, effective sales presentations and through administrations. Accountable for a specific line or type of equipment, whether Golf & Turf or Construction products. Other required duties as specified by their assigned Sales Manager.

Responsibilities:

1. Secures orders, conducts surveys of assigned territory, studies product potential; locates new prospects and determines prospect's needs; plans sales calls, makes presentations, points out the benefits of the equipment, and emphasizes the advantages of dealing with this company.
2. Helps customers solve problems, provides technical assistance as needed, keeps customer up to date on new developments.
3. Keeps informed on new contracts and opportunities; settles complaints, establishes and maintains personal relations with customers; assists at exhibits, demonstrations and meetings.
4. Keeps familiar with new products and competitor's products, keeps company informed of changes which can affect his performance.
5. Maintains a system for keeping literature, brochures, price sheets, etc., neat and up to date; informs customers regarding catalog and price changes; studies financing arrangements.
6. Maintains records of calls, makes reports as required, works according to plan, follows up on all leads, bid openings and inquiries; controls travel, telephone and entertainment expenses.
7. Accurately presents customers with quotations. Verifies all programs offered by the manufactures to present the best option to the customer.
8. Maintains required communications; advises superiors of all changes in his territory which can affect company success; cooperates with other company personnel.
9. Works closely with Credit Manager regarding the condition of accounts.
10. Maintains a high degree of sales professionalism though study and attendance at meetings and association activities where improvement programs are offered.
11. Sees that equipment is correctly delivered and meets all the conditions of the sale; takes action to render prompt service in case of any deficiencies.
12. Performs other duties as assigned by the Sales Manager.

Specifications:

1. Must be able to lift 90lbs, 50% of the time, in order to load/unload equipment.
2. Must be knowledgeable about the operation of a personal computer, Business system, & Microsoft Office.

Distributor Relationship:

1. Cooperates with employees of other departments.
2. Advises company of all changes within given territory which have an impact on company success.

3. Accountable to the assigned Sales Manager for proper interpretation and fulfillment of all functions, specific and general responsibilities, and related authorities and relationships.
4. Coordinates activities and cooperates on matters of mutual concern with other department/functional managers.

Method of Measurement:

1. The attainment of sales revenue growth and profits.
2. The satisfaction expressed by customers concerning territory management and sales representative's assistance.
3. The satisfaction of management and other members of the company concerning performance.

Reports to: Specific Sales Manager

By signing below, I understand and am willing to do the above specified tasks to the best of my ability. I have also received a copy for my own personal use.

Sign: _____ Date: _____