



Job title

Sales Representative

Job purpose

The Sales Representative is to identify, introduce, develop and nurture business relationships with companies and individuals within their designated territory. The Sales Representative's goal is to generate and maximize revenue for the branch and the company. This is an excellent opportunity for motivated self-starters who want to enhance their skills with a company whose reputation speaks for itself.

Duties and responsibilities

- Daily territory management and revenue growth through visits to various customer job sites/offices
- Develop a networking list of potential clients and consistently contact them through the telephone and internet
- Develop, plan and organize sales strategies to achieve desired results/goals
- Maintain and exceed quotas by renting and selling equipment on a consistent basis
- Identify customer's needs and react appropriately while understanding the market conditions and local competitors pricing
- Penetrate customers at the strategic level to diversify customer base to include industrial, traditional and nontraditional accounts
- Support all team members

Qualifications

Educational Background:

- BA/BS University degree with a concentration in marketing, sales, or business

Professional Experience:

- Proven track record with 3 to 5 years sales experience within the heavy equipment/construction industries or 5 years plus of sales experience in a related field

Skills:

- Must have a valid driver's license and excellent driving record
- Ability to drive/operate multiple types of vehicles and equipment
- Works and communicates effectively with all levels of the company
- Ability to follow up with customers in a timely manner
- Ability to engage in natural verbal interaction with customers
- Able to walk into unfamiliar environments and adjust rapidly to the setting
- Must react to changing business needs
- Multi-tasking individual who uses project management skills to accomplish goals
- Attention to detail
- Customer service focused
- Solid and proven computer skill set (knowledge of MS Office is preferred)

Working conditions

- Primary working conditions will be various offsite locations
- Secondary work locations include the office area, garage area, outdoor lot/yard and maintenance area.

Physical requirements

The candidate must possess all auditory, speaking and communicating capabilities necessary to complete the responsibilities detailed above. The essential functions of this position include, but are not limited to sitting, standing, walking, bending and twisting, climbing, driving, pushing and pulling, speaking, hearing, writing, lifting, seeing and reading. Knowledge of office equipment operation such as the telephone, computer terminal, portable computer, calculator, copy machine and fax machine is required.
