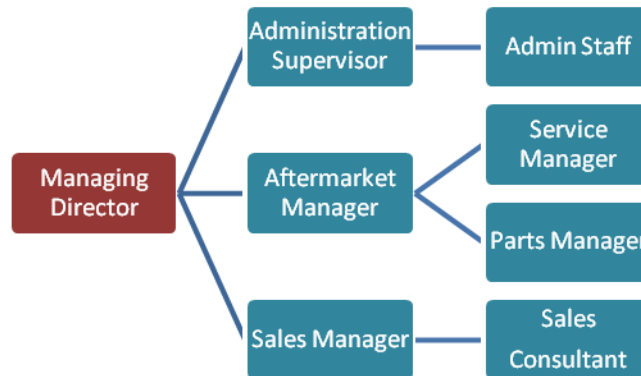




## Position Description

Name:  
Position Description: Sales Consultant  
Reports to: Sales Manager  
Supervises: Works with Sales Team



### POSITION OVERVIEW:

Sells new and used agricultural and turf equipment to new and existing customers

Sells new and used motor vehicles to new and existing customers.

### RESPONSIBILITIES:

- Represents the company for the sale of machinery to customers in a defined sales area
- Represents the company for the sale of motor vehicles to customers in a defined sales area
- Maintains current product knowledge on features and benefits of all equipment potentially saleable by the dealership
- Monitors competitive activity/products and timely communicates to management, accordingly
- Maintains all customer information in assigned territory for sales management
- Knows and follows a defined sales process
- Maintains assigned company vehicles and equipment
- Conducts new equipment field demonstrations
- Monitors trends in customer's business activities and timely communicates to management
- Maintains current knowledge of financing 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
- Maintains a strong focus on marketshare for defined sales area
- Ensures a high level of customer satisfaction in all aspects of the dealership



## Position Description

### KEY MEASURES OF PERFORMANCE:

- Achieve growth in market share.
- Maintain Customer Satisfaction levels in the upper quartile of the dealer organisation or internal measurement.
- Sales targets are met