

Job Title: Territory Equipment Sales Manager
Department: Equipment Department
Reports To: Equipment Sales Manager
Supervises: Assigned Territory

Job Function: Efficiently manage and direct all aspects of the assigned territory in an up-beat manner which insures customer confidence and maximum profits for the Dealership. Coordinates activities and cooperates with other departments of the Dealership to best serve the wholegoods needs of the customer. Sell Woodland Tractor parts, labor, and wholegoods service 100% of the time.

Primary Responsibilities:

- i. Meet New Holland & Kubota minimum tractor sales volume**
- ii. Public Relations work.
- iii. Customer assistance with product line information.
- iv. Assisting Product Support Representatives when required.
- v. Surveys.
- vi. Training.
- vii. Timely record keeping for expense control, account follow-up, and reporting to management.
- viii. Assistance in collection of delinquent accounts.

- ix. Develop sales and profits:**
 1. Sell the company's products and services to the customer.
 2. Follow advertising programs, sales programs, and demonstrations.
 3. Follow/maintain as directed Sales Control System- customer and prospect profiles, daily phone call reports, quote sheets, lost sales reports, customer equipment forecast, and customer strategy list.
 4. Daily update / brief Sales Manager on changes to customer base and potential and actual sales and quotes.
 5. Keep current and educated on Woodland Tractor's and manufactures' terms, discounts, and special programs, sales, finance plans, deliveries, valuations, and new and used equipment rentals.
 6. Keep current and educated on all sales brochures and literature displays located in the business.
 7. Be available to assist plan, organize and coordinate equipment displays at trade shows if needed.
 8. Completely, thoroughly and repetitively train yourself, use internal training aids and external training aids on all products the dealership represents along with selling skills, organizations skills, communications skills, and dealer polices and procedures.

9. Keep current and educated on all manuals, sales books, manufactures price and data books and other documents and assist maintaining in a professional and current condition at all times.
10. Work with the manufactures as required by Equipment Sales Manager to ensure customer satisfaction and dealership profits.

x. **Control Costs:**

3. Care and personal maintenance of sales department equipment including vehicles and sales office equipment
4. Assist if necessary in sales department budget and monitor performance to the budget
5. Provide all necessary information for Equipment Sales Manager to accurately evaluate all used equipment and trade-ins, along with the Service Manager to determine values and the extent of the repair.
6. Be aware and knowledgeable of all cost and margins.

xi. **Develop Personnel:**

1. Equipment Sales Manager will review individual and departmental performance Territory Managers to assure proper margins and expense control.
2. Constantly develop interpersonal skills so as to be able to draw out, compel or show the best performance from each customer related to Woodland Tractor & Equipment Co.
3. Be present at all 7:30 am Territory Managers meetings.
4. Take advantage of all training to insure productivity so that the employee's standard of living will rise as a result of their accomplishments.
5. Perform other duties assigned.
6. Using good judgment, assure that our customers are loyal.