



# Sales Professional

## Position Specifics:

**Department:** Sales

**Reports to:** Sales Manager

**Purpose:** As a Sales Professional, excellent interpersonal and negotiation skills are essential to grow customer acquisition and revenue growth targets. This role requires proactive communication to address clients' needs and facilitate the sale process from beginning to the end.

## Responsibilities:

- Develops & cultivates excellent customer relationships within a defined sales area to maximize equipment sales for the company.
- Maximize customer experience through strong ability to build & nurture customer/prospect relationships.
- Maintains current product knowledge on all new/used equipment potentially saleable by the dealership, including features/benefits, used equipment values, and proper trade evaluations.
- Utilizes appropriate sales strategies such as new/used equipment demonstrations, financing options and programs, JDQuote2, and excellent closing skills to secure customer purchases.
- Monitors trends in customer's business activity and competitive activity/products and communicates with management accordingly.
- Demonstrates key accountability for the representation & development of the Kibble Equipment brand. Exhibits outstanding communication skills and cooperates with other departments and locations within Kibble Equipment. Promotes teamwork, maintains a positive attitude and supports the concept of one face to our customers.

## Experience & Qualifications:

- Understanding of the Agriculture industry trends, farming equipment & operational practices preferred, but not required.
- Must be able to drive communication with customers & prospects to maintain strong and ongoing engagement.
- Disciplined and organized.
- Competitively driven to meet & exceed sales goals.
- Ability to lead, influence and drive results.
- Ability to learn and apply knowledge quickly.
- Accountable to daily required sales activity.
- High school diploma or equivalent work experience.