

ICON Ag & Turf Ag Sales Professional



Position Specifics:

Department: Sales
Reports to: Sales Manager
Supervises: None

Purpose:

Sells new and used agricultural equipment to new and existing customers. We accomplish these things by conducting business in accordance with these core values.

- **Integrity** – Mutual honesty, trust, fairness, and respect with all stakeholders including customers, employees, and communities.
- **Financial Success** – Making sound business decisions to ensure long-term profitability for all, including employees, customers, and owners. Financial success is dependent on integrity, excellence, and teamwork.
- **Excellence** – As a John Deere Dealer, we take pride in exceeding expectations by providing value through quality products, services, and support with highly skilled and knowledgeable employees.
- **Teamwork** – Employees, customers, and owners partnering to accomplish more than we could individually. By thinking and working as one organization, beyond individual roles, locations, and departments, we will achieve common goals and exceed customer needs.

Performance Expectations:

- Represents the company for the sale of machinery 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. Collection takes place on or before delivery.
- 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.
- May maintain current knowledge of used equipment values and ability to evaluate properly for trading purposes.

