



## Trailer & Equipment Sales Job Description

**Trailer & Equipment Sales**, sales representative to help grow our successful sales team. The sales representative will be trained to have a strong understanding of the equipment sales process, how to excel at building relationships, and closing deals. The ideal candidate must be personable and have strong negotiating skills. Ideally, they would have the ability to showcase our offerings in a compelling way. Candidates must be fast-paced, motivated, driven, personable, and professional.

### Objectives of This Role:

- Represent the company's products and services, using consumer research, as well as deep and comprehensive knowledge of trailers, snow & ice equipment, parts and accessories and how our solutions meet the needs of customers.
- Achieve weekly, monthly, and annual sales quotas by successfully implementing sales and marketing strategies and tactics.
- Generate leads and build relationships by organizing a daily work schedule to call on existing and potential customers.

### Responsibilities:

- Maintain working relationships with existing clients to ensure that they receive exceptional service and identify potential new sales opportunities with them.
- Identify prospects, set appointments, make effective qualifying sales calls, and manage sales cycles to close new business in all categories.
- Possess in-depth product knowledge.
- Prepare concise and accurate reports, proposals, booking packages, and other required documentation for professional presentations to customers.
- Achieve sales goals by assessing current client needs and following a defined selling process with potential buyers.
- Assist in presentation of product on dealership lot as well as online and at shows.
- Coordinate with other sales representatives to ensure that quotas are being met and company standards are being upheld.

### Required Education, Skills, & Abilities:

- High School diploma or equivalent.
- Three or more years of sales experience within a similar industry: trailers, snow and ice control equipment sales, etc.
- Excellent communication, interpersonal, problem-solving, presentation, and organizational skills.
- Proficiency with sales management software and CRM.
- Strong ability to balance persuasion with professionalism.

- High energy, self-starting, and highly motivated.
- Must be ready to get hands dirty—this is not your everyday desk job.
- Must be able to lift 50 lbs.
- Must be able to effectively showcase products in use.

**Benefits & Compensation:**

- Base hourly pay
- Medical insurance
- 401(k)
- 401(k) matching
- Vacation & PTO time
- Day shift
- Rotating weekends

**Job Type:** Full-time

**Schedule:**

- 8 – 5 M - F
- Weekends as needed

**License/Certification:**

- Driver's License required

**Work Location:**

- In-person, on-site