



## JOB DESCRIPTION

**NAME:** XXXXX  
**JOB TITLE:** Sales Consultant  
**RESPONSIBLE TO:** XXXXX, Branch Manager  
Tim Boekeman, Group Sales Manager

**WORKING RELATIONSHIPS:** Customers  
Service Manager, Parts Manager & Staff  
Sales Consultants, Branch Manager and Dealer Principal  
Company Franchise Representatives.

**JOB FUNCTION:** Represent and promote the Sales Department operations of Boekeman Machinery in an up-beat manner which insures Customer confidence and maximum profits for the Dealership. Coordinate activities and cooperate with other Departments of the Dealership to best serve the Wholegoods needs of the Customer. Sell Boekeman Machinery Wholegoods, parts and labour service 100% of the time.

### PRIMARY RESPONSIBILITIES:

1. Present yourself / dress in a clean and tidy manner. Wear the recommended Boekeman Machinery sales uniform as we promote a conservative image.
2. Maintain your Sales vehicles and your office equipment in an excellent, clean & tidy condition.
3. Provide a weekly planner in advance, detailing your coming week/daily make up, with the aim of spending 3 to 4 days a week canvassing on the road
4. Call on Customers and sell the Company's products and service.
5. Develop interpersonal skills so as to be able to draw out and compel Customers to trust us and want to purchase goods and service from you.
6. Maintain a CRM database, regularly entering customer's details and farm machinery seen on farm.
7. Offer our clients product support to ensure that we maintain that their machines are as efficient and productive as possible.
8. Develop listening skills to be able to deal with all types of people.
9. Assure all documents associated with sales of wholegoods and attachments are properly and totally completed.
10. Update regularly on changes to manufacturer's terms, discounts and special programs, sales, deliveries, valuations and new equipment arrival.
11. Submit completed deal worksheets to Branch Manager or Sales Manager for signing off prior to hand over to clients.
12. Forward Daily Field Calling Report after each day detailing items discussed and future buying intentions.
13. Insure that new machines and machines going out on a demonstration are clean and in "ready to go" condition and that follow-up service is conducted as required and in line with factory benefits demonstrating our products to the best of your ability.
14. Keep current on product knowledge and benefits of specific machines. Attend sales Training Schools as required.
15. Keep abreast of competitive activity and competitive products.
16. Develop a good knowledge of used equipment values and be able to evaluate for trading purposes and put in suggested trade in values on appraisals.

17. Carry out field demonstrations ensuring product features and customer benefits are promoted.
18. Maintain all manuals, price lists and other documents given by the Dealership in a professional and current condition at all times.
19. Have a working knowledge of all factory finance plans.
20. Collect trade difference at the time of sale or at the time of delivery.
21. Update Customer and prospect profiles, won / lost sales reports, etc. on a timely basis.
22. Carry out new machine delivery explaining correct maintenance and operational procedures to maximise customer understanding and follow up sales within one month of delivery.
23. Update, rearrange and co-ordinate the regular rearrangement of the sales lots` ensuring machines/vehicles are in a saleable condition at all times.
24. Participate in a weekend Parts support roster when required to assist the parts team in peak season times.
25. Develop the ability of "Suggestive Selling". For example: Additional needed or related attachments and accessories.
26. Be punctual for appointments with Customers and for Sales Meetings.
27. Keep a friendly and positive attitude.
28. Attend promotional events (ie. golf, bowls days, local shows etc.) and represent Boekeman Machinery in a positive and vibrant manner.
29. Solve problems rather than live with them.
30. Avoid allowing personal affairs to interfere with daily professional activities.
31. Set daily, weekly, monthly and yearly goals.
32. Actively involve yourself within the community to build rapport with your client base. Involve yourself in one community organization / sporting club.
33. Keep current brochures for all machinery on display and check regularly for presentation. Keep back-up stocks on hand.
34. Making sure all paper work is compliant with the Boekeman Machinery Policy manual.
35. Help to display all stock in the yard to promote sales, moving equipment around regularly to promote our machinery is not aging.
36. Perform other duties as assigned.

**XXXX** \_\_\_\_\_  
**Sales Consultant**

**Date:** \_\_\_\_\_

**XXXXXX** \_\_\_\_\_  
**Branch Manager**

**Date:** \_\_\_\_\_