



**“Our Customers Feed the World”**

## **Job Description and Expectations – Agricultural Sales**

### **Target Responsibilities**

- 1) Interact with prospects and customers to ensure a positive experience with the Sales department and the dealership.
- 2) Achieve sales and profitability goals established by the dealership.
- 3) Prepare all sales quotes ensuring that all proposals are complete, accurate and provides management with full descriptions of repairs needed and a list of prospective customers for any trades.
- 4) Establish the dealership as an aggressive player in the market recognizing that business is earned not deserved.
- 5) Track inventory and make recommendations on future stocking needs.
- 6) Manage prospect and customer lists that provides for regular contact and follow-up.
- 7) Identify and communicate parts and service tools needed when new models are sold.
- 8) Manage the appearance of the outside lot and other sales areas ensuring that all equipment is regularly started and rotated to provide a new appearance for the sales area.
- 9) Ensure that the appearance of all sales and retail areas communicate professionalism and a commitment to excellence by the dealership.
- 10) Work with the Service Manager and Shop Foreman in scheduling of all work for Agricultural and Lawn and Garden Technicians.
- 11) Ensure that all written work orders for technicians are clear and complete.
- 12) Keep up to date on products, financing and promotions, identifying opportunities for the dealership to pursue.
- 13) Assist sales colleagues so that the dealership customer’s expectations are consistently exceeded.
- 14) Working with the Shop Foreman ensure that each repaired piece of equipment for resale is inspected for other issues using the appropriate Maintenance Checklist, communicating to the customer any additional work that should be considered
- 15) Communicate to the Parts Department Manager critical parts that need to be inventoried..
- 16) Lead the department in creating a pleasant and positive work environment where every employee is able to contribute to the department and company’s success.
- 17) Be quick to help others in the company when they need a hand or have a difficult problem to solve.

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**CASE II**  
AGRICULTURE