

SALES REP - EQUIPMENT & AG SYSTEMS

Sales representatives specializing in agricultural equipment, ag systems, or precision agriculture technology optimize retail sales of their products to an assigned territory.

WHAT RESPONSIBILITIES WILL I HAVE?

- Oversee retail sales and promotion of products and relationship building
- Conduct sales calls and presentations
- Make recommendations to customers
- Monitor competitive activities
- Implement marketing tools and maintain public relations through customer education and promotion of new products and services
- Develop sales territory for future growth
- Manage inventory of new and used equipment and parts
- Maintain relationships within dealer guidelines and provide after sales product follow-ups as well as support equipment operations as needed
- Attend industry tradeshows and events to represent products and communicate with customers in-person
- Coordinate with billing or accounting staff to ensure accurate invoicing
- Monitor market conditions and changes



WHAT EDUCATION & TRAINING IS REQUIRED?

A bachelor's degree in business, agricultural business, agriculture, marketing, or agricultural systems

THE FOLLOWING HIGH SCHOOL COURSES ARE RECOMMENDED...

Agricultural education, agricultural mechanics, business and computer courses, and mathematics

TYPICAL EMPLOYERS

Agricultural equipment manufacturers and dealerships, or ag systems manufacturers and dealers

FUTURE JOB MARKET/OUTLOOK



SUGGESTED PROFESSIONAL ORGANIZATIONS & ASSOCIATIONS

- Farm Equipment Manufacturers Association
- North American Equipment Dealers Association
- State and regional equipment dealers' associations

AVERAGE ANNUAL FULL-TIME SALARY

\$72,000