



## **JOB DESCRIPTION**

**Sales Consultant**

**DEPARTMENT: Sales**

**REPORTS TO: Branch Manager**

### **SKILLS & EXPERIENCE:**

- Some sales experience (not necessarily in the agriculture industry).
- Administration skills.
- Current driver's license.
- Excellent communication and negotiation skills.

### **BASIC FUNCTIONS:**

- Act as the principal contact between the Sales Department and new / used equipment customers.
- Provide customer satisfaction while meeting Dealership profit and sales objectives.

### **DUTIES:**

#### **Customer Satisfaction**

- Handle customers in accordance with Dealership policy.
- Greet each customer promptly and courteously in every instance of contact.
- Act with integrity and purpose to qualify each Customer contact to meet his needs and expectations of their equipments needs.
- Deliver all sold equipment personally. Conduct the delivery in accordance with Dealership guidelines.
- Work with the Mechanical Service Department to provide customers with the best possible treatment before, during and after the sale.

**Sales**

- Maintain average gross profit according to Dealership policy.
- Prospect for customers using mailers, the telephone, personal contacts and referrals etc.
- Maintain an owner follow-up system that encourages repeat business and generates leads.
- Maintain a record of all enquires (telephone, walk-in etc.) on a daily basis.
- Attends sales meetings to give regular updates on status of sales, marketing plans, product changes, customer issues.
- Utilise and keep up to date with Pathways, bulletins and all other John Deere sales and support

**Deliveries**

- Test drive and examine the condition and specification of equipment, prior to delivery.
- Check trade-in against valuation.
- Explain the equipment operator's manual and warranty conditions to the customer. Including Powergard Protection Plan if applicable.
- Ensure that machine delivery is in accordance with John Deere's "Best Practice Machine Delivery"
- Upon Delivery both customer and salesperson have gone through the safety & operational training checklist & both parties have signed documentation.

**PERSONAL DEVELOPMENT:**

- Participate in in-house training sessions as required
- Attend JDL training and any other course as required to keep up to date with current product information

**OCCUPATIONAL HEALTH AND SAFETY DUTIES:**

- Cares for the health and safety of self and others.
- Follows workplace procedures and instructions at all times.
- Identifies and reports unsafe, unhealthy or hazardous working conditions.
- Uses personal protective equipments as required.
- Does not engage in practical jokes that could harm the health or safety of another person.

**ACCOUNTABILITY:**

- Performance standards for this position are met
- Monthly gross profit and sales objectives are achieved.
- No complaints are received from customers about how they were treated.

**REFERENCES:**

Organisation Chart

Dealership policy on handling customers

John Deere Best Practice Machine Delivery

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