

JIT TOYOTA-LIFT

JOB DESCRIPTION: EQUIPMENT SALES REPRESENTATIVE, COMMERCIAL LINES

The Equipment sales representative is responsible for achieving the Commercial Sales and Service objectives for JIT Toyota-Lift (JIT). The Equipment sales representative is part of the sales organization and reports directly to the Sales Manager. They are responsible for establishing and maintaining a professional business relationship with existing and prospective customers along with growing the business with each customer with the goal of JIT being their primary supplier of products handled.

BASIC FUNCTIONS

The Equipment sales representative is responsible for maintaining existing customers accounts and developing new business for JIT within a specified territory.

Responsible for interpreting the sales goals and objectives established by the Sales Manager for Commercial Sales and Service and assuring that these objectives are used as guidelines for the day-to-day Equipment sales activities of the business.

Responsible for providing support of the business

Responsible for representing the company with customers and all other areas that impact the business.

PRODUCT LINES TO REPRESENTED

In the NY Counties of: Chautauqua, Cattaraugus, Erie, Wyoming, Niagara, Genesee, Orleans & Monroe: Advance, JLG and Pack Mule

In the NY Counties of: Livingston, Wayne, Ontario, Seneca, Yates, Schuyler, Steuben and Chemung: Club Car (in addition to the counties above)

REQUIREMENTS

Education: A High school diploma or general education degree GED is required, but a college degree is highly desired. Equivalent professional experience will be considered.

Knowledge, Skills & Experience: Must be knowledgeable in all aspects of sales and customer support. Needs excellent communication skills, and must maintain a professional personal appearance.

Minimum 3 years successful experience in Business Development and Sales. Commercial, Industrial or Construction related industry is strongly preferred.

Must possess a valid driver

DUTIES & RESPONSIBILITIES

Planning:

Works with the Sales Manager to develop the annual budget for sales and gross margin for the assigned territory and accounts and for the development of new business.

Ascertains current market opportunities.

Researches and provides competitive sales data.

Develops account specific business plans to identify the long term, mutual support requirements required to facilitate a strong, profitable, and successful partnership.

Selling:

Represents JIT as a reliable, innovative supplier of high quality material handling equipment.

Works with the Marketing Team to create awareness and demand for products with existing and potential customers.

Implements and coordinates the goals, budgets, and objectives for success in the daily operations of the sales process of the JIT sales functions for projects and accounts assigned.

Generates sales that meets the company conversion of leads, referrals, and add-on opportunities.

Offers and accepts orders for merchandise sold by JIT at prices established by company policy.

Notifies customers of specials; new projects, services, promotions, etc.

Provides the critical interface between customers, personnel, and other JIT employees involved.

Maintains a presence in the field with new and existing clients in support of the sales process and customer development effort. Use this to cultivate follow-on and referral business.

Occasional travel requirements with some overnight travel.

Communication:

Constantly maintains high quality communications, service and response to customer needs and inquiries.

Utilizes the sales reporting and planning tools developed to properly and efficiently manage time and sales effort. These include the use of MS CRM, Trello, Slack, Outlook and any other platform JIT may implement for reporting and communications.

Establishes and maintains high level of communications between the customer and the in-house team.

Cooperates with the Sales Coordinator to insure the timeliness and accuracy of information and specifications required to perform each order.

Elicits customer feedback on product satisfaction and customer future needs.

Assists the Controller in the collection of accounts receivable from assigned accounts, as requested.

Reporting:

Maintains and improves gross margins on existing and new projects by delivering performance measured in terms of gross margin, on-time delivery, and quality service and customer satisfaction.

Communicates order specifications and customer expectations, as completely as possible, to the other members of the project team using appropriate forms, upon which other departments rely for control and verification of, delivery requirements.

Communicates operating issues, plans, goals and results to the Sales Manager.

Maintains records of sales, customer information, and requests by updating data.

Attends sales meetings and reports sales activity, new account development, and upcoming itinerary.

WORK ENVIRONMENT

This position works in a variety of environments, from an inside office to outdoors, mechanical/equipment rooms, and industrial work environments. Frequent outdoor travel is required to visit customers. During visits to job sites, the employee is occasionally required to climb and is exposed to moving mechanical parts. The noise level in the work environment is usually moderate.

COMPENSATION

Compensation for this position is a commission and draw program based upon performance by the individual contained in the Sales Compensation Program.

All Employee Benefits as detailed in the Employee Benefit Program.

MEASUREMENT

The Equipment sales representative will be evaluated on the following criteria:

Ability to achieve budgeted sales and gross margin

Improved penetration within the assigned territory while achieving targeted gross margins

Ability to close new business as well as add-on, and referral business

Improved capture rates on proposal effort

Achieving a high level of customer satisfaction

Development of strong team building skills and success in coordinating, through the project team process, a high level of success in the project completion process.

Note: This is not necessarily an exhaustive list of responsibilities, skills, duties, requirements, efforts, or working conditions associated with the job.