



## Western Sales Representative

**Job Purpose:** Performs field promotional work to sell and develop new business accounts in a specified territory. Manufacturing, Catalog and Used are all included products to sell. Area includes: NE, KS, OK, TX, MO, AR, LA, MS, NM, CO, WY, MT, ID, UT, AZ, NV, CA, OR, WA, AK, HI

### Role and Responsibilities

- Achieve the sales target in territory assigned, maintaining or increasing the profitability of the company
- Prepare Presentations and conduct professional meetings
- Plan annual sales plan and set achievable targets; Maintain Current Pipeline
- Follow up on leads, contracts, quotes sent for purpose of closing sale
- Successfully sell and market the product of the company
- Provide a win-win solution to both the company as well as customers
- Demonstrate products/services and identifies most appropriate solution
- Complete expense reports
- Complete weekly reports to Sales Manager as directed.
- Ensure efficient delivery by communicating with company representatives
- Use Sourcewell when applicable
- Promote and sell/buy within the used division (with assistance from the Used Division Manager)
- Master the internal selling system and process.
- Make appropriate amount of 'touch calls' as defined by employee and manager.
- Work with others, across departments, to offer a worry-free solution that is the "Becker Difference."

### Qualifications and Education Requirements

- Intermediate skills with EPICOR or equal CRM Software
- Be an attentive listener
- Ability to interact effectively, both verbally and written with customers
- 3+ years database experience

### Preferred Skills

- Experience with hockey and/or ice rink industry
- Good Negotiation skills
- Be innovative and persuasive
- Highly motivational
- High energy levels
- Highly Organized
- Work Independently