

*Penner Farm Services is currently recruiting for a HOG EQUIPMENT SALES REPRESENTATIVE based in Lacombe, AB*

### JOB DESCRIPTION

In the position of a Hog Equipment Sales Representative, you will be the face of the company, presenting and promoting hog equipment to our existing customers, as well as seeking new opportunities with prospective customers. Specific duties include:

- Present, promote and sell hog equipment to existing and prospective customers.
- Work with existing/potential customers to determine their needs and educate them on how the company's products or services can meet those needs and benefit them financially and professionally.
- Prepare and present competitive quotes for products and services based on specific needs of the customer.
- Establish, develop and maintain positive business and customer relationships.
- Research accounts, generate or follow up on sales leads.
- Expedite the resolution of customer problems and complaints to maximize customer satisfaction.
- Achieve sales targets and outcomes within a schedule as agreed upon with management.
- Monitor the company's industry competitors, new products, and market conditions to understand customer needs.
- Attend meetings, sales events and appropriate training to keep abreast of the latest developments, best practices and promotional trends in the industry

### REQUIRED SKILLS

- Grade 12 education or GED equivalent; post-secondary education in agriculture is beneficial
- Knowledge of agricultural equipment is an asset; agricultural experience is favorable
- 1-2 years previous experience in a retail sales role
- Excellent interpersonal skills with a focus on building rapport and customer retention
- Strong customer service client orientation
- Strategic prospecting and negotiating skills
- Well organized with strong time management skills
- Excellent communication skills both oral and written
- Self-starter
- Proficiency with MS Office Outlook, Word, and Excel
- Resiliency with ability to overcome objections
- Attention to detail

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If you are interested in this position and meet the above criteria, please submit your resume in confidence to [careers@pennerfarmservice.com](mailto:careers@pennerfarmservice.com).