



Career Opportunity

Dairy Equipment Sales Rep

Lacombe, AB

Penner Farm Services, the leading providers of livestock equipment, supplies, and services in Western Canada is currently looking for a **Dairy Equipment Sales Representative** for our **Lacombe, AB** location.

Role Responsibilities

- Present, promote and sell dairy livestock equipment to existing and prospective customers.
- Perform cost-benefit and needs analysis of existing/potential customers to meet their needs and educate customers on how the company's products or services can benefit them financially and professionally.
- Prepare and present competitive quotes for products and services based on needs analysis of the specific customer.
- Establish, develop, and maintain positive business and customer relationships.
- Research accounts, generate or follow through 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 a customer's specific needs.
- Attend meetings, sales events, and appropriate training to keep abreast of the latest developments, best practices, and promotional trends in the industry.

Desired Skills

- Grade 12 education or GED equivalent; Post-secondary education in agriculture is beneficial
- Knowledge of dairy livestock equipment is an asset
- 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
- Resiliency with ability to overcome objections
- Attention to detail

If you are interested in this position and meet the above criteria, please submit your resume in confidence to careers@agrihub.ca