

Job Title: Bobcat and New Holland Agricultural Equipment Salesperson

Location: Lano Equipment of Norwood Inc

Job Type: Full-time

Position Overview

We are seeking a motivated and dynamic Salesperson to join our team, specializing in Bobcat and New Holland agricultural equipment. The ideal candidate will possess a strong knowledge of agricultural machinery, excellent customer service skills, and a passion for sales. This role requires someone who is driven to meet and exceed sales targets while providing exceptional service to our customers in the agricultural sector.

Key Responsibilities

- **Sales & Lead Generation:**
 - Actively prospect and generate leads for Bobcat and New Holland agricultural equipment.
 - Qualify customer needs and match them with appropriate product solutions.
 - Develop and maintain strong relationships with both new and existing customers.
 - Demonstrate equipment features and benefits to potential buyers in-person and virtually.
 - Conduct product presentations and assist customers in selecting the right equipment for their needs.
- **Product Knowledge & Consultation:**
 - Maintain up-to-date knowledge of all Bobcat and New Holland equipment offerings, features, and specifications.
 - Provide expert advice to customers regarding product use, maintenance, and potential customization options.
 - Stay informed about industry trends, market conditions, and competitor offerings.
- **Sales Process Management:**
 - Manage the sales process from initial contact through to closing the sale, including coordinating delivery and installation schedules.
 - Prepare and present quotes, negotiate pricing, and finalize sales agreements.
 - Follow up on sales leads and manage customer inquiries in a timely and professional manner.
- **Customer Service & Support:**
 - Ensure customer satisfaction by addressing issues or concerns related to product performance, warranty, and after-sales service.
 - Provide ongoing support to customers post-sale, ensuring a smooth transition and continued customer loyalty.
- **Collaboration & Reporting:**
 - Collaborate with the parts and service departments to ensure customer needs are met.
 - Track and report sales activity, including leads, sales opportunities, and customer feedback.

- Attend team meetings and training sessions to improve sales skills and product knowledge.

Qualifications

- **Experience:**
 - Proven sales experience in agricultural equipment, heavy machinery, or related fields (preferably with Bobcat, New Holland, or similar brands).
 - Knowledge of agricultural machinery, equipment specifications, and their applications in the farming and construction sectors.
- **Skills:**
 - Excellent communication, negotiation, and interpersonal skills.
 - Ability to build and maintain strong customer relationships.
 - Self-motivated with a results-driven approach to sales.
 - Strong organizational and time-management skills.
- **Education:**
 - High School Diploma or equivalent (Bachelor's degree in a related field is a plus).
- **Other Requirements:**
 - Valid driver's license with a clean driving record.
 - Ability to lift and demonstrate equipment as necessary.
 - Willingness to travel locally to visit customers and attend trade shows or industry events.

Compensation & Benefits

- Competitive salary with commission-based incentives.
- Health insurance.
- Retirement plan options.
- Paid time off (PTO) and holidays.
- Training and professional development opportunities.

How to Apply:

Interested candidates should submit their resume and a cover letter outlining their experience in agricultural equipment sales to boblano@lanoequipny.com.