

Agriculture Equipment Sales Representative

Description

Sales representatives specialize in agricultural equipment, agricultural systems, or precision agriculture technology optimize retail sales of their products to an assigned territory.

Education/Training Requirements

- Bachelor's degree in Agricultural Business, Agricultural Sales, Agricultural Systems, Agriculture, or Business (often preferred)

Recommended High School Coursework

- Agriculture Education
- Agricultural Mechanics
- Business
- Computer Skills
- Mathematics

Common Responsibilities

- Oversee retail sales and promotion of products and relationship building
- Conduct sales calls and presentations
- Make recommendations to customers
- Monitor competitive activities
- Implement marketing tools and maintain public relations through customer education and promotion of new products and services
- Develop sales territory for future growth
- Manage inventory of new and used equipment and parts
- Maintain relationships within dealer guidelines and provide after-sales product follow-ups, as well as equipment operations support, as needed
- Attend industry trade shows and events to represent products and communicate with customers in-person
- Coordinate with billing or accounting staff to ensure accurate invoicing
- Monitor market conditions and changes

Typical Employers

Sales representatives specializing in agricultural equipment and agricultural systems most often work for agricultural equipment manufacturers and dealerships or agricultural systems manufacturers and dealers.

Additional Resources

[Association of Equipment Manufacturers](#)

[Equipment Dealers Association](#)

[Farm Equipment Manufacturers Association](#)