Position Description
Sales Representative

Reports to: Dealer Principal
Direct Reports: 0

POWER FARMING



WHAT YOU'RE HERE TO ACHIEVE

You are accountable for maximising sales profitability across your region through effective sales execution and the development of strong, long-term customer relationships in the agricultural machinery market. By actively growing new and used tractor and machinery sales and representing the Power Farming brand professionally, you contribute to sustainable business growth and positive customer outcomes.

WHAT YOU'LL DELIVER

KEY ACCOUNTABILITY	OUTCOMES & EXPECTATIONS
Sales performance & revenue growth	• Sales targets for new and used tractor and machinery products consistently achieved • Sales opportunities actively identified, progressed, and converted
Customer relationship management	• Strong, long-term customer relationships developed and maintained across the region • Proactive customer engagement drives repeat business and future opportunities
Pricing, deals & commercial focus	• Pricing solutions for new sales and trade-ins developed in conjunction with the Dealer Principal • Commercial outcomes balanced to meet margin, market, and customer expectations
Marketing & opportunity development	• Marketing approaches developed and executed to capitalise on regional opportunities

	• Market and customer insights used to inform sales activity
Showroom & brand representation	• Showroom presentation maintained to reflect the Power Farming brand • Products presented professionally to support sales outcomes
Administration & systems	• Sales documentation, reporting, and system updates completed accurately and on time • Customer records maintained to support visibility and pipeline management
Collaboration & operational support	• Works collaboratively with service, parts, and administration teams to meet workflow deadlines • Contributes positively to branch sales culture and team outcomes
Travel & regional coverage	• Travels as required to effectively cover the allocated region and customer base
Health, Safety & compliance	• Complies with all Power Farming quality, environmental, and health & safety procedures • Actively supports a safe working environment in line with WorkSafe NZ requirements
Professional conduct	• Demonstrates professional and ethical behaviour at all times • Complies with organisational policies, procedures, legislation, and industry standards

HOW YOU'LL DO IT

TECHNICAL SKILLS & EXPERIENCE
• Proven sales capability with consistent achievement of targets • Knowledge of agricultural machinery and local market conditions • Strong administration, record-keeping, and CRM skills • Pricing, negotiation, and deal-structuring capability • Strong understanding of customer needs and sales processes • NZCE qualification (or equivalent experience) • Sales cycle or business qualification (desirable)
MINDSETS, HABITS & BEHAVIOURS
• Proactive and self-managing, with the ability to work independently • Strong relationship builder with a customer-first mindset • Commercially astute with a good head for numbers • Organised and effective at managing multiple sales opportunities

- Maintains a positive reputation within the local community
- Keeps abreast of technology, product, and market developments

WHO YOU'LL WORK WITH

INTERNAL	EXTERNAL
• Dealer Principal • Service and Parts Teams • Branch and Head Office Staff	• Customers and key regional contacts

