



O. A. NEWTON

**JOB TITLE:** AG IRRIGATION SALESPERSON **DATE:** October 25, 2012

**JOB SUMMARY:** To generate business for the company by developing, quoting, and closing opportunities for irrigation equipment and projects, including center pivots, traveling water reels and drip irrigation. Represents O. A. Newton in a professional manner at all times, whether before clients, suppliers, or other O. A. Newton employees. Salesperson is expected to function autonomously on a daily basis in performance of his/her job duties; however must report routinely to Supervisor, weekly plans, call results, project or customer challenges, and sales opportunities.

**JOB DUTIES:**

*The following duties are some (not all) of the practices an O. A. Newton salesperson must engage in to fulfill his primary objective of generating sales:*

**Developing Business** – Salesperson must be knowledgeable about the commercial irrigation industry and what motivates customers to buy our products. Includes knowledge of fundamental irrigation design, and learning the details of our product offerings and how they are best applied to the customer's application. The salesperson's knowledge of the industry and the products we offer is part of the value proposition to the customer.

**Closing Business** – Salesperson is responsible for designing, estimating, and generating proposals. Salesperson must acquire all pertinent information necessary to successfully quote projects to prospects and able to present and clearly articulate the proposal.

**Client Maintenance** – Maintaining a professional business relationship with current customers; including following-up on all existing projects as well as post –projects for the purpose of keeping abreast of any future business needs or problems that O. A. Newton may be helpful in solving.

**Prospecting** – Making sales calls via telephone / in person /e-mail, etc, to farmers, schools, colleges, municipalities, etc. that we have either not done business with in a while, or else have not done business with at all. The act of researching opportunities through various forms of media is a key duty. Data research must be developed, organized and prioritized.

**Quotas** – Salesperson must meet a specified sales quota (\$ value) for expected annual business generated as well as quotas for numbers of prospecting call to be making on a weekly basis.

**Project Maintenance** – Staying informed and remaining the primary contact during the course of a project is paramount to the project's success. Communication between all parties involved is necessary on a regular basis. The salesperson must have an intimate knowledge of the status and issues involved with each of his projects.

**Travel** – Salesperson is expected to travel to and from prospect and customer locations on a routine basis in order to develop business. Salesperson is expected to use time wisely and efficiently, grouping sales calls and multiple opportunities on single trips to maximize the use of his/her time and travel expense.

**EDUCATION/EXPERIENCE:**

Salesperson must have experience in the Agricultural industry and preferably in the commercial irrigation industry.