



**Westerra  
Equipment™**

— BC'S PREFERRED EQUIPMENT DEALER —

### **Westerra Equipment LP**

Based in British Columbia, Westerra Equipment is part of the Wesgroup Equipment family of companies. We are a well-established and growing equipment dealer with an extensive range of products and services for various industries including: construction, material handling, forestry, agriculture, mining and much more. We sell and service high quality equipment such as Bobcat, Doosan Heavy, Ammann and Vermeer.

We appreciate and recognize the talent and efforts of our amazing employees. As our company grows, we are on the lookout for talented people. We value honesty, integrity and trust in our relationships and use co-operation and communication to achieve excellence and high levels of customer service. We are BC's Preferred Equipment Dealer!

Our successful customer focused approach has us growing, so come explore the opportunity to grow with us!

**DATE: January 6, 2016**

**POSITION: Sales Manager, Vermeer**

**LOCATION: Abbotsford**

Westerra Equipment, BC's Preferred Equipment Dealer, is a great place to work with a focus on providing exceptional customer service and operating with excellence within a fast paced team environment.

Reporting to the Vice President of Sales, the Sales Manager, manages, coaches and leads a team of sales representatives (focused on a particular product line and/or geographical area) to meet and exceed sales revenue, sales profitability and budgetary objectives. The Sales Manager works closely with the Vice President, executives and others as required in order to develop the appropriate business and staffing plans that support sales and corporate objectives.

#### **Key Responsibilities:**

- Actively pursue and seek out new equipment orders in order to meet and exceed sales objectives
- Use effective prospecting techniques including cold calling and scheduled follow ups
- Consistently follow up on leads for new business and qualify leads on a regular basis to ensure effective use of time
- Develop strong business relationships with clients, others in the industry and internal partners such as service, parts, marketing, etc.
- Further develop and or maintain existing client relationships to ensure repeat business is captured
- Successfully negotiate and close deals
- Exceed customer expectations and contribute to a high level of customer satisfaction
- Utilize online resources to maintain accurate records of sales calls, prospect interactions, customer files and sales activity information
- Regularly provide detailed and accurate sales activity and forecasting information to VP Sales
- Utilize our customer relationship management system Sales force, to support the sales process and maintain accurate customer information
- Works closely with VP Sales to develop business and staffing plans that tie directly into corporate objectives
- Plans, directs and coordinates the efforts of the sales team toward the accomplishment of objectives
- Creates and fosters a sales culture of accountability and performance
- Ensures maximum sales volume at minimum cost and manages team sales budget
- Hires, trains and develops sales representatives and managers the team to deliver profitable growth
- Work collaboratively with the Vice President and others as required to; define and oversee incentive programs that motivate the sales team to achieve their sales targets
- Coach and mentor sales team on sales process and methodology using weekly calls, monthly meetings and joint calls/ride a-longs
- Manage key customer relationships and participate in closing opportunities
- Travel for in-person meetings with customers and partners to develop/maintain key relationships

#### **Required Knowledge, Skills & Abilities:**

- Knowledge of a defined sales process
- Strong forecasting and funnel management
- Results oriented
- Effective decision making ability
- Strong negotiation skills
- High level of customer focus
- Sound knowledge of problem solving techniques

- Excellent presentation and communications skills
- Builds and maintains relationships
- Require a valid driver's license

**Experience and Education:**

- 5 + years of successful sales experience in sales of equipment or similar machinery/industry
- Industry experience is an asset
- Post-secondary education in a related discipline
- 2 - 5 years' experience in managing small teams and or coaching or mentoring others

In our day to day interactions we are guided by our values and quest to be BC's Preferred Equipment Dealer. If you love dealing with customers, are self-motivated and want to be part of a winning team, we would love to hear from you. We offer a competitive compensation and benefits package, which includes a comprehensive extended health and dental plan, MSP and 3 weeks vacation. Other rewards include a recognition program, training opportunities and more.

Please email your resume and a cover letter to [careers@westerraequipment.com](mailto:careers@westerraequipment.com) quoting the position title of "Sales Manager – Vermeer" and your last name in the subject line of the email. Please include your salary expectations in your cover letter. Due to the volume of applicants, please accept our apologies in advance, as only those candidates shortlisted will be contacted. We sincerely appreciate your interest in our company. Thank you for exploring career opportunities with Westerra Equipment.