

***Turf Star Inc.***  
**JOB DESCRIPTION**

**POSITION:** Commercial Sales Territory Manager

**DATE:** \_\_\_\_\_

**REPORTING TO:** Regional Sales Manager

**APPROVED:** \_\_\_\_\_

**MAJOR FUNCTION:**

Sales of Commercial Power equipment to Golf Courses, Schools, Parks, Cemeteries, Fairgrounds, Ball Fields, Race Tracks and Estates in specified sales territory. Manage relationships with existing accounts and prospect for new business. Represent Turf Star in a professional, ethical manner when dealing with Customers and internal staff.

**DUTIES & RESPONSIBILITIES:**

1. Maintain or exceed performance metrics in a variety of disciplines, some of which may change to address market conditions. These are to consistently include: Sales and Gross Margin Quotas in New, Pre-Owned, Demo, and Allied product lines. Metrics are also to be met in the demonstration and quoting of both New and Demo products.
2. Use Company CRM to manage account activity to include; contact management, sales forecasting, call reports and scheduling.
3. Manage equipment demos with accounts to include communicating functionality, safe operation, including features, benefits and advantages verses competition.
  - a. Check out and return demos in accordance with the rules of the Company's Demo Reservation System. **Individual equipment demos not exceed four hours in duration unless approved by Regional Sales Manager.**
4. Provide accurate quotes and configuration of products to Customers in a timely manner. Provide finance options when requested.
5. Customer follow-up and operator training after the sale. Minimum requirement twenty-four hour phone call after delivery of equipment.
  - a. Supports all non-commissioned programs (myTurf, TLC) in interest of building strategic relationship with client
6. Participation in company sponsored events, training, trade shows, organizations, meetings and other web related activities.
7. Develops and maintains a thorough understanding of all products, including specific product configurations, pricing strategies and usage of proprietary software necessary for professional representation in all modes.
  - a. Maintains in vehicle supply of supporting product sales and technical literature.

8. Represent company, externally and internally, with a winning and positive attitude, making certain critical comments are to be delivered in and to the appropriate audience and venue.
9. Operate and Maintain Company owned vehicle and equipment trailer. Truck and trailer to be clean, free of any mechanical defects, and current on required maintenance.
  - a. Vehicle and trailer to be operated in a safe manner consistent with all local, state and federal laws.
  - b. Visual inspection of both truck/trailer daily basis to insure safe operating environment.
10. Responsible for proper use and security of Company owned assets, to include cell phone, laptop computer, etc.
11. Must present a professional appearance acceptable within industry standards.

**JOB REQUIREMENTS:**

- Physically lift fifty to seventy-five pounds.
  - Physical activity to include: coupling truck and trailer, loading, securing with straps and unloading equipment.
- Capable of working in extreme heat and cold conditions, outside elements.
- Demonstrate proper use of equipment both riding and walking types of commercial lawn mowers.
- Road Warrior – Driving company vehicle for extended periods of time.
- Strong computer skills to include - Microsoft Word, Excel and PowerPoint.
- Obtain and maintain SMEI SCPS accreditation. (aka SMEI Certified Professional Sales Person)
- Adhere to Company requirements for returning phone calls in a timely manner, both internal and external.

**SPECIFICATIONS:**

- Minimum undergraduate degree from accredited school or university, or have a minimum 5 years turf industry experience.
- Possess excellent oral and written communication skills.
- Demonstrate computer skills prior to hiring.
- Display a winning attitude.

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Territory Manager                      Date

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Sales Manager                              Date

