

## SALES ASSOCIATE

### Summary

Looking for a company to grow with and continue customer relations in the industry I have come to know well and love.

Customer-focused Retail Associate with solid understanding of retail dynamics, marketing and customer service. Offering 21 years of experience providing quality product recommendations and solutions to meet customer needs and exceed expectations.

Demonstrated record of exceeding revenue targets by leveraging communication skills and equipment sales. Results-oriented individual with over 4 years of experience implementing equipment sales to substantially increase store productivity and repeat clientele. Expertise in arranging new merchandise, managing cash registers and independently opening and closing store. Organized, efficient and accustomed to handling crowds of over 50 people during special sales events.

Strong background in Parts Service and warranty. Passionate about retail sales, customer relationship management and merchandising.

Results-oriented Customer Service with exceptional record of accomplishment in exceeding sales, service and performance targets. In-depth understanding of Ag / Lawn and implement products, services and market conditions. High-energy team player ready to leverage abilities to improve sales numbers and company success.

### Skills

- Familiar with John Deere Ag and Lawn equipment , Massey Ferguson Ag equipment Kubota Ag and lawn equipment, Kioti Ag equipment , Cub Cadet riding and zero turn mowers Vermeer Hay equipment, Tillage equipment , Sitrex , Bush Hog , Servis Rhino , Vicon , Land pride implements , Bad Boy Zero Turns, MTD Products , Hustler Zero Turns, Stihl and Echo products Parts / Service and warranty for each brand whether OEM or aftermarket applications. Tisco, A&I Products, Becknell Wholesale
- Created long lasting relationships with customers needing help with their equipment. Communicated with customers to assist them with their parts purchasing , troubleshooting when needed by contacting manufactures explaining the customers failure or questions for a quick resolution.
- Handled cash of large amounts with no discrepancies. Prepared deposits and took them to the bank when ever needed.
- Inventory control procedures
- Team player mentality
- Hunter/farmer sales strategies
- POS system operation
- Listening skills
- Reliable and punctual

### Experience

Company Name | City , State Sales Associate 08/2016 - Current

- Assisted customers by finding needed Equipment , Ag or lawn items and checking inventory for items at other locations.
- Retained product, service and company policy knowledge to serve as resource for both coworkers and customers.
- Answered incoming telephone calls to provide information about products, services, store hours, policies and promotions.
- Sold various products by explaining unique features and educating customers on proper application.
- Offered product and service consultations and employed upselling techniques.
- Negotiated and closed deals with minimal oversight.
- Prepared cash deposits up to \$20,000 with zero discrepancies.
- Listened to customer needs to identify and recommend optimal Equipment , Parts or Service selections.
- Executed 100 outbound calls each week to existing customers, resulting in 45% increase in sales.
- Processed orders through each manufactures website and coordinated product deliveries.

Company Name | City , State Equipment Rental Manager 11/2013 - 08/2016

- Extended existing customer relationships through extensive communication and tried-and-true marketing strategies.
- Collaborated cross-functionally on the proper equipment which led to Customers job to be completed in effective time.
- Forecasted trends in expected business levels and adjusted labor and inventory to match expectations.
- Strengthened operational efficiencies and traceability, developing organizational filing systems for confidential client records and reports for storage leasing.
- Inputted customer data into company system, safeguarding financial and personal information to avoid breaches.
- Executed relations strategies to foster better customer service and promote positive and engaging environment for all.
- Remained calm and professional in stressful circumstances and when dealing with unhappy customers, effectively diffusing situations.

Company Name | City , State Parts/Customer Service Sales Representative 01/2010 - 11/2013

- Generated more than 15 leads per week and pursued appointment opportunities to convert prospects into new customers.
- Assisted customers with their maintenance requirements to keep equipment in proper and top performance.
- Filed warranties with manufactures , collected all cost for parts and labor along with any other fees which applied to each repair.
- Assisted technicians with any questions on specs or maintenance requirements
- Reviewed open repairs and properly followed thru with notating any and all work performed for the customers understanding of any repair completed.
- Educated customers on service plans, including upgrades.

Company Name | City , State Parts Salesman 02/2002 - 08/2010

- Operated point of sales and parts lookup computer systems.
- Opened crates to replenish stocked items in proper aisles.
- Researched and identified alternative vendors with better prices to save company \$[Amount] over [Timeframe] .

#### Education and Training

Conroe High School | City , State High School Diploma 05/1987

Customer Service and Warranty award

Exceeding expectations in equipment rental revenue. Good Customer Service reviews. Filing and following through with warranty claims insuring company to collect all more required to repair equipment covered under warranty. Helped collect multiple locations warrantys old and new.