

## **Job Description: Territory Manager - Sales**

### **Position Overview:**

As a Territory Manager in Tractor Sales, you will be responsible for driving sales and increasing market share for tractors within your assigned territory. You will work closely with dealers, customers, and internal teams to achieve sales targets, provide excellent customer service, and promote brand loyalty. This role requires a strong understanding of the agricultural industry, exceptional communication skills, and a passion for driving business growth.

### **Key Responsibilities:**

#### **1. Sales and Business Development:**

- Develop and implement a strategic sales plan to achieve sales targets and increase market share within the assigned territory.
- Identify and prospect new customers, while maintaining and nurturing existing customer relationships.
- Conduct regular visits to dealerships, farms, and agricultural trade shows to promote products, demonstrate features, and address customer inquiries.
- Negotiate and close sales deals, ensuring customer satisfaction and maximizing revenue opportunities.

#### **2. Territory Management:**

- Effectively manage the assigned territory, including forecasting sales, analyzing market trends, and identifying growth opportunities.
- Develop and maintain a comprehensive understanding of the local market, competitor activities, and customer needs.
- Collaborate with dealers to enhance their product knowledge, provide training, and support them in achieving their sales targets.
- Monitor and analyze sales data, prepare reports, and provide regular updates to the sales management team.

#### **3. Customer Relationship Management:**

- Build and maintain strong relationships with key customers, understanding their requirements and providing personalized solutions.
- Address customer concerns, resolve issues, and ensure timely delivery of products and services. - Conduct customer satisfaction surveys, gather feedback, and implement improvements to enhance customer experience.
- Provide after-sales support, including product demonstrations, technical assistance, and warranty claim management.

#### **4. Cross-functional Collaboration:**

- Participate in sales meetings, training programs, and industry events to stay updated on industry trends, product knowledge, and sales techniques.

### **Qualifications and Skills:**

- Bachelor's degree in Business, Agriculture, or a related field (preferred).
- Proven experience in sales, preferably in the agricultural or machinery industry. - Strong

knowledge of tractors and agricultural equipment, including technical specifications and applications.

- Excellent communication, negotiation, and presentation skills.
- Ability to build and maintain effective relationships with customers, dealers, and internal stakeholders.
- Results-oriented mindset with a track record of meeting or exceeding sales targets. - Self-motivated, proactive, and able to work independently with minimal supervision.
- Strong analytical and problem-solving abilities.
- Willingness to travel frequently within the assigned territory.

VST Tillers Tractors Ltd

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