



VACANT POSITION

Job Title: Technical Sales Representative
Reporting Branch: Brackenfell
Reports To: Branch Manager

Anyone who meets the minimum requirements can apply for the position. CV's can be emailed to salome@turf-ag.co.za

Job Summary:

A Technical Sales Representative covers a blend of technical expertise, internal and external sales, client relationship management, and new client acquisition. Developing and executing sales strategies and tactics required to grow Turf-Ag Products' sales in the region. You will be responsible for working with the whole team to support the overall objectives of the company.

Duties and responsibilities:

- Create a strong preference for Turf-Ag products in the market.
- Identify client's needs and recommend suitable products or solutions.
- Understand client needs and offer expert guidance on products and services, including in-depth technical explanations.
- Resolve client questions about product specifications, compatibility, and functionality to support sales.
- Help clients customize or configure products to meet their specific requirements, ensuring satisfaction and successful sales.
- Close deals by presenting product benefits, pricing options, and promotions.
- Assisting internal clients and ensuring accurate and efficient processing of customer purchases.
- Research potential clients and target markets to generate leads for new business.
- Reach out to potential clients through phone, email, or in-person visits to introduce products and services.
- Establish and maintain strong relationships with existing clients, focusing on long-term customer loyalty.
- Stay in contact with prospective clients to turn leads into sales opportunities.
- Assist clients, both in the branch and in the field, with product queries, troubleshooting, and resolving any technical issues after purchase.
- Tailor interactions to specific client needs, ensuring a positive and individualized customer experience.
- Regularly check in with clients to ensure ongoing satisfaction and explore upselling opportunities.
- Ensure timely delivery of products, whether handled in-house or by third-party services.
- Manage schedules and communicate with clients to confirm delivery dates and times.
- Where needed, help clients with product overviews or installation tips during delivery.
- Stay updated on the latest trends, technologies, and competitor activities within the industry.
- Collect insights from clients regarding their experience with products and services to help improve offerings.
- Communicate customer feedback to relevant teams to help refine or develop new products.



- Monitor sales metrics and performance to ensure targets are met or exceeded.
- Document sales activities, client interactions, and feedback in regular reports for management.
- Review data to identify trends, client preferences, and opportunities for growth or improvement.
- Collaborate on promotions, product launches, and marketing initiatives to drive sales.
- Provide input on stock levels based on customer demand and sales forecasts.
- Continuously improve understanding of product offerings and any new releases.
- Participate in sales and technical training to enhance both selling and technical support skills.
- Motivate, organize and encourage teamwork within the company to ensure that productivity targets are met.
- Manage and partake in stock take actions.
- Keep up to date with product knowledge and other training requirements as prescribed by management.
- Always comply with all health and safety regulations.
- Conduct ad hoc tasks as requested by management.

Skills:

- Strong sales and administration skills required.
- In-depth knowledge of our product range and ability to provide technical advice.
- Strong ability to sell and promote products to meet client needs.
- Excellent interpersonal skills for maintaining client relationships.
- Ability to troubleshoot and provide solutions for client technical issues.
- Effective at managing sales processes, deliveries, and client outreach efforts.
- Strong verbal and written communication skills, essential for both technical explanations and sales pitches.

Requirements:

- Matric.
 - Minimum 2 years' experience in sales in the irrigation industry.
 - Valid driver's licence.
 - On-site irrigation experience will be a bonus.
 - Employee must be energetic with good mannerism and customer service background.
 - Must have good communication skills and be well presented.
 - Must have strong computer skills (Excel, Word, and Email).
 - SYSPRO experience will be advantageous.
 - Must be able to work under pressure, accurately, neat and organized.
-