



## Employment Opportunity

### Sales Associate

Taber, Alberta

## WHO WE ARE:

Celebrating over a half a century of excellence, Vanee Farm Centre Inc. is more than Southern Alberta's premier agricultural equipment dealer. We are a hub of top-tier products, exceptional services, and unparalleled aftermarket support. As a growing, dynamic agri-business, we blend innovation with tradition and discipline with agility. We're a company built on trust, accountability, motivation, respect, and keen business insight.

But that's not all. At Vanee Farm Centre, we believe in nurturing talent from within. Our doors are open to those who seek growth based on individual performance. Here, your career trajectory is in your hands. We provide the platform; you drive your success. Join our team and be a part of a leading-edge business that values your contribution and participation in our long-term journey. Welcome to Vanee Farm Centre Inc. – where your aspirations meet our innovative spirit in the thriving world of agriculture!

## THE ROLE:

As a Sales Associate at Vanee Farm Centre Inc., Taber Branch, you will play a vital role in driving sales and providing exceptional customer service. Your focus will be on promoting and selling a range of agricultural equipment, including light construction and lawn equipment. You will act as a key ambassador and liaison for our branch, fostering strong relationships with customers and enhancing our market presence.

### Key Responsibilities:

- 1. Sales and Promotion:**
  - Engage in the sale of agricultural equipment, parts, and services.
  - Assist the Sales Manager in various sales activities and understand the complete sales process.
  - Conduct cold calls to past customers to inquire about their equipment needs and discuss opportunities for trading in, upgrading, or booking product demonstrations.
- 2. Customer Service and Liaison:**
  - Serve as an ambassador for Vanee Farm Centre, representing the brand positively in interactions with customers and the community.
  - Act as a liaison between customers and the Taber Branch Manager, ensuring smooth communication and customer satisfaction.
- 3. Product Knowledge and Expertise:**
  - Develop and maintain a thorough knowledge base on Vanee Farm Centre's GPS products and offerings.
  - Stay informed about the latest trends and advancements in agricultural equipment and technology.
- 4. Operational Support:**
  - Assist with deliveries and appraisals of agricultural equipment.
  - Support the Sales Manager and team in administrative tasks and operational duties as needed.
- 5. Accountability and Performance:**
  - Main accountability involves proactive engagement with past customers through cold calling, focusing on understanding their current and future equipment needs.
  - Work towards sales targets and objectives set by the Branch Manager.

### Competencies and Qualities:

- **Sales Acumen:** Demonstrated ability in sales, particularly in the context of agricultural or related equipment.
- **Communication Skills:** Strong interpersonal and communication skills, capable of building relationships with customers and team members.

- **Technical Knowledge:** An understanding of agricultural equipment and technology, especially GPS systems, is highly desirable.
- **Customer Focus:** Commitment to providing exceptional customer service, with the ability to understand and respond to customer needs effectively.
- **Initiative and Drive:** Self-motivated with the ability to work independently and proactively in pursuing sales leads and opportunities.
- **Teamwork:** Ability to work collaboratively with the sales team and other departments within Vaneer Farm Centre.

## QUALIFICATIONS:

- Experience in sales, preferably within the agricultural, light construction, or lawn equipment sectors.
- Familiarity with GPS technology and agricultural equipment is an advantage.
- Strong organizational and communication skills.

This role offers a dynamic and engaging work environment, with opportunities for growth and development within the agricultural sales sector. Relevant technical skills or knowledge may include previous experience with business management, knowledge surrounding agricultural equipment products and offerings, strong work ethic combined with a dedication to customer service and Microsoft Office 365 Suite.

Sales Associates must have effective communication skills in order to interact with producers, vendors, or colleagues. The ability to identify existing and emerging customer needs is a tremendous skill. A blend of experience and education will be considered. Education requirements must follow a related field such as a bachelor's degree in agriculture, business, or agri-business. Experience in an agriculture-related role such as farming, ranching in combination with dealership sales and/or service is an asset. This role will occasionally work flexible hours, and travel to other branch locations will be required intermittently.

### ***Are you a good match? Apply today!***

The estimated salary that Indeed, Glassdoor and LinkedIn suggested does not represent Vaneer Farm Centre Inc's compensation structure. Vaneer Farm Centre Inc. is an equal opportunity employer. We evaluate qualified applicants without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, veteran status, and other legally protected characteristics. Vaneer Farm Centre Inc. is an agile company who promotes from within. If you are looking for an opportunity for growth based on individual performance, then you have come to the right place. This job will remain posted until filled. While we appreciate all applications we receive, only candidates under consideration will be contacted.

## WE OFFER

Vaneer Farm Centre offers a total compensation package that includes excellent wages, training and development programs, Comprehensive Health Benefits including Medical, Prescription, Dental, Health, Travel Insurance, Group Life Insurance and more! The salary for this position will be based on qualifications and experience of the successful candidate.

## APPLICATIONS

Individuals interested in this position are invited to submit a resume and cover letter to the email address below. We appreciate and consider all applications; however only candidates selected for interviews will be contacted. As an equal opportunity employer, please inform us if any accommodation is required if contacted for an interview.

## CONTACT

Human Resources – (rachelc@vaneerfarmcentre.ca)