
Sales Representative – Lancaster New Hampshire

Department: Sales

Reports To: Regional Manager

FLSA Status: Exempt

Position Summary

The Sales Representative is responsible for developing and maintaining customer relationships while promoting and selling the full line of CDL USA maple sugaring equipment, supplies, and related products within an assigned territory. This position is accountable for territory growth, customer service, product knowledge, sales administration, and supporting customers throughout the sugaring season. The Sales Representative serves as a key ambassador for CDL USA and is expected to provide exceptional customer support while representing the company's values and commitment to quality.

Essential Duties and Responsibilities

Sales & Business Development

- Develop and grow sales within an assigned exclusive territory.
- Promote and sell the complete line of CDL USA products and services.
- Build and maintain long-term relationships with new and existing customers.
- Identify new business opportunities and expand market share within the territory.
- Follow company pricing and discount policies.
- Coordinate with the Regional Sales Manager on large, complex, or technical sales opportunities.
- Represent CDL USA professionally at customer locations, industry events, and trade shows.
- Participate in agricultural, maple, and industry trade shows within the assigned territory.

Customer Service

- Provide exceptional customer service before, during, and after each sale.
- Respond to customer inquiries promptly and professionally.
- Remain available during the maple sugaring season to support customer needs.
- Assist customers with product selection and equipment recommendations.
- Coordinate technical support when necessary.

Territory Management

- Efficiently manage and service the assigned sales territory.
- Maintain regular customer contact through in-person visits, phone calls, and electronic communication.

- Protect and strengthen customer relationships throughout the territory.
- Monitor customer satisfaction and resolve concerns promptly.
- Maintain awareness of market conditions and competitor activity.

Sales Administration

- Ensure all sales orders are entered accurately and processed promptly.
- Maintain complete customer information within CDL USA business systems, including:
 - Customer name
 - Address
 - Phone number
 - Email address
- Work closely with the Accounts Receivable Department to establish customer accounts and process transactions according to company procedures.
- Maintain accurate records of customer interactions and sales activities.

Inventory & Equipment Responsibilities

- Safeguard all company inventory, equipment, demonstration products, and materials assigned to the position.
- Assist with unloading deliveries as needed.
- Properly maintain company-issued equipment including communication devices and computer systems.
- Utilize company software and systems in accordance with established procedures.

Communication & Teamwork

- Maintain regular communication with the Operations Director and Regional Sales Manager.
- Report operational concerns, customer issues, and sales opportunities promptly.
- Collaborate with store personnel, service technicians, and administrative staff to ensure outstanding customer service.
- Attend required company meetings and training sessions.

Professional Conduct

- Represent CDL USA in a professional and ethical manner at all times.
- Maintain confidentiality of proprietary company information, customer information, pricing, and business operations.
- Avoid conflicts of interest and conduct business in the best interest of CDL USA.
- Comply with all company policies contained within the CDL USA Employee Handbook.

Qualifications

Education

- High school diploma or equivalent required.
- Associate's or bachelor's degree in Business, Sales, Agriculture, or a related field preferred.

Experience

- Sales experience preferred.
- Customer service experience required.
- Agricultural, maple industry, equipment, or distribution experience preferred.

Knowledge, Skills & Abilities

- Strong interpersonal and relationship-building skills.
- Excellent verbal and written communication abilities.
- Ability to negotiate and close sales professionally.
- Strong organizational and time management skills.
- Self-motivated and capable of working independently.
- Basic computer proficiency including Microsoft Office and business software.
- Ability to learn technical product information and explain equipment features to customers.
- Ability to prioritize multiple tasks while meeting deadlines.
- Strong problem-solving and customer service skills.

Work Schedule

- Full-time position.
- Minimum of 40 hours per week.
- Additional hours required during peak maple sugaring season.
- Weekend availability during seasonal demand.
- Overnight travel within the assigned territory as business requires.

Physical Requirements

- Frequent driving throughout the assigned territory.
- Ability to stand and walk for extended periods.
- Ability to lift and carry up to 50 pounds.
- Ability to load, unload, and move equipment and materials as necessary.
- Frequent use of computers, mobile devices, and office equipment.

- Ability to work indoors and outdoors in varying weather conditions.

Performance Expectations

Success in this position will be measured through:

- Achievement of territory sales goals.
- Growth of new and existing customer accounts.
- Customer satisfaction and responsiveness.
- Accuracy of sales documentation and order processing.
- Compliance with company policies and procedures.
- Effective communication and teamwork.
- Professional representation of CDL USA.
- Participation in company meetings, trade shows, and training events.

Working Conditions

This position requires regular travel throughout the assigned territory, customer visits, participation in trade shows, and seasonal field support. The position involves both office and field work and requires flexibility during the maple sugaring season.

Disclaimer

This position description is intended to describe the general nature and level of work performed by employees assigned to this position. It is not intended to be an exhaustive list of all responsibilities, duties, and qualifications required. CDL USA reserves the right to modify this position description at any time to meet business needs.

To apply: you can bring your resume into CDL Maple Lancaster store location or email your resume to human.resources@cdlusa.net with the name of the job as the subject line.