



# WAGNER RENTS Job Description

**JOB TITLE:** Rental Sales Representative

**DEPARTMENT:** Wagner Rents

**REPORTS TO:** Branch Manager

**Job Code:** (will be completed by HR if unknown)

Full Time	<input checked="" type="checkbox"/>	Supervisory	<input type="checkbox"/>	Exempt	<input checked="" type="checkbox"/>
Part Time	<input type="checkbox"/>	Non-Supervisory	<input checked="" type="checkbox"/>	Non-exempt	<input type="checkbox"/>

## **POSITION SUMMARY**

This position's primary purpose is to generate revenue by renting CAT & allied equipment, selling of non hour metered allied equipment and merchandise, and selling Wagner Rents equipment service capabilities. The Rental Sales Rep is responsible for developing and enhancing sales coverage within a designated territory consistent with the Wagner Rents customer satisfaction philosophy. Must meet or exceed monthly budgeted rental revenue, consumable revenue and growth of territory market share goals.

## **ESSENTIAL FUNCTIONS AND BASIC DUTIES**

### **Administrative**

- Prepare daily sales calls/progress reports documentation.
- Develop weekly sales forecasts.
- Manage business related expenses.

### **Organizational**

### **Interpersonal**

- Effectively interface with other Wagner field personnel and departments as they affect sales responsibilities.
- Respond to customer calls at all times of the day and night

### **Sales**

- Research new leads and sales prospects.
- Conduct face to face cold calls to prospective customers and develop new accounts within the designated territory.
- Service current rental and sales customers' needs

### **Technical**

- Maintain current knowledge on all products and services for sale and rent by Wagner Rents

**Supervisory: NA**

## **ESSENTIAL JOB REQUIREMENTS**

**Minimum Education Required:** High School diploma or GED and some college or trade school

### **Minimum Experience Required**

**Experience Defined:** Basic (1-3 yrs)      Intermediate (3 – 5 yrs)      Advanced (5+ yrs)

Administrative / Clerical Experience - Basic Level

Customer Service Experience – Intermediate Level

Sales Experience – Intermediate Level

**Certificates, Licenses and Registrations Required: None**

### **Required Skills and Competencies**

Organizational Skills  
Communication Skills  
Math Skills  
Product Knowledge

Telephone Skills  
Safety Knowledge  
Reading / Writing Skills  
Reasoning Skills (Defines problems, collect data, draws conclusions)

### **Computer Skills**

Microsoft Word - Basic Level  
Microsoft Excel - Excel

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## **ADDITIONAL INFORMATION**

### **Working Conditions**

Noise                      Quiet       Moderate       Loud

Environment              Indoors       Outdoors       Both

Specific Risks (please list):

### **Physical Requirements** (Checked requirements indicate **more than 1/3 of the time spent on the job**)

Standing                       Sitting

Walking                       Use of Hands

Talking                       Hearing

Weight / Lifting              None       1–25 lbs       26–50 lbs       More than 50 lbs

### **Travel Requirements:**

None       1-25%       25-50%       50-75%       75-100%

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## **Limitations and Disclaimer**

This job description is intended to describe the general nature and level of work being performed; it is not intended to be construed as an exhaustive list of all responsibilities, duties and skills required for the position. Wagner Equipment Co. will reasonably accommodate individuals with disabilities.

This job description in no way states or implies that these are the only duties to be performed by the employee occupying this position. Requirements are representative of minimum levels of knowledge, skills and/or abilities. To perform this job successfully, the employee must possess the abilities or aptitudes to perform each duty proficiently.