

**Pifer's Auctioneers – Equipment Sales Representative**  
**Regional – Wisconsin**

The **Equipment Sales Representative** position is a member of Pifer's Auctioneers, a division of The Pifer Group, Inc. The Equipment Sales Representative is primarily responsible for having an understanding of the agricultural and construction equipment industry including market trends, prices and the overall economy. The Equipment Sales Representative is responsible for prospecting new clients, staying in communication with current clients and managing seller expectations during all auction sales. The Equipment Sales Representative must be in constant communication with the Regional Sales Manager, Executive Administrative Assistant and Team Manager at all times regarding new auctions, new/additional equipment, contracts, titles, etc.

**A. Position Summary and Responsibilities:**

This position will oversee all daily functions relating to:

- Prospect and secure new clients
- Follow up with lead sources
- Partner with all team members and all Pifer's Agents to secure new clients
- Follow up with sales calls
- Fulfill all contract needs with client(s) to protect the interests of the client and the Pifer Group, Inc.
- Work directly with client(s) to gather all information, data, photos and titles for equipment
- Work directly with Sale Manager to present and promote all equipment
- Work with client and Sales Manager to organize the delivery and set up of all auction items
- Continue communications with all clients throughout the process and refer all information to Sales Manager to better prepare the marketing and the auction sale
- Understand the market value of all items consigned and control of client(s) expectation of value(s).
- Be present at all auctions in which you represent any items, or are asked to attend
- Understand the market of each item that is offered at a Pifer's Auction
- Represent Pifer's Auctioneers and/or The Pifer Group, Inc. at local seminars, expos, presentations, social events, charity events, etc.
- Must be proficient with Microsoft Office Suite, E-mail and Internet
- Must be proficient with all auction software and apps necessary to conduct an auction sale

**B. Job Requirements:**

- Understanding of the agricultural and construction equipment industry
- Experience in a similar field
- Proficient with Microsoft Office Suite, E-mail and Internet
- Proficient with all auction software and apps necessary to conduct an auction sale

**A. Compensation**

- Salary & Incentives
- Benefits/Retirement
- Company Vehicle & Travel Expenses