



## **CUSTOMER SERVICE SALES REPRESENTATIVE**

### **JOB PURPOSE AND OBJECTIVES**

Responsible for developing new customer service and parts accounts within an assigned territory. Also responsible for customer retention for service and parts business. To assist in the development of customer relationships by reviewing customer satisfaction with service and parts support and assisting in the resolution of any complaints in this area. This position reports to the Sales Manager.

### **PERCENTAGE OF TIME**

### **KEY TASKS**

**75-80%**

#### ***Develop New Customer Service & Parts Accounts***

Develop new service and parts business within the assigned territory by making cold calls, service presentations, and following up on leads for new business. Service business would include breakdown repairs, PM service, full maintenance contracts, service and operator training, and shop repair work. Parts business would include all Forklift Makes/Models Parts and other brands of products.

**5-10%**

#### ***Customer Retention for Service & Parts Business***

Make calls on current customers to maintain and increase service work for the company. Prepare quotes when applicable. Assure that parts potentials are being achieved and work to increase parts sales. May establish and monitor parts consignment programs at selected accounts.

**5%**

#### ***Develop Customer Relationships***

Make calls on current customers to monitor satisfaction with services provided by the Service and Parts Departments. Assist in resolving customer complaints or in fulfilling customer requests regarding service and parts issues. Provide maintenance cost and performance reports as needed as well as parts purchase information.

**5%**

#### ***Miscellaneous***

Assist in the development of promotion programs for service. Perform other related duties as assigned.

### **MINIMUM QUALIFICATIONS**

This position requires a high school diploma. Good communication, interpersonal, and organizational skills are necessary. Previous sales experience and a valid driver's license are required. Must be able to safely operate lift trucks.