Sales & Marketing Intern

Position Specifics:

**Department:** Sales  
**Reports to:** Sales Manager  
**Supervises:** None

Purpose:

To represent the Company to the current and potential customers for the purpose of gaining a learning experience and supporting the company in growing it’s business.

Responsibilities:

- Represents the company for the sale of machinery and/or services to customers in a defined sales area.
- Complete work assignments in a thorough, consistent and punctual manner.
- Must keep current on product knowledge, features and benefits of all equipment potentially sellable by the company.
- Keep aware of all manufactures sales incentive programs to promote increased sales.
- Keep aware of competitive activity and competitive products. Keep aware of trends in our customer’s business that will affect the products and/or services these customers will buy today and into the future.
- Maintain, as directed by the Sales Manager, current and complete information for all customers in the assigned territory.
- Maintain company vehicle and other equipment (e.g. computer) as assigned.
- Conduct field demonstrations to promote increased sales.
- Maintain in good, usable and current condition (electronic and/or paper as directed) all manuals, price lists and other documents given the individual by the company. Accurately complete all documents related to sales transactions.
- Have a good knowledge of used equipment values and be able to evaluate properly for trading purposes.
- Work in conjunction with Sales Manager, responsible for follow-up and expediting of complete good orders in which they have sold.
- Complete all paperwork associated with the sale of complete goods in a timely and efficient manner.
- Responsible for communicating effectively with the Service Department(s) on
setup, delivery and repair of sold equipment.

- Provide customer follow-up after the sale and delivery of a purchase to ensure customer satisfaction and promote the relationship with the customer to achieve customer loyalty.
- Attends applicable sales meetings, training events, and seminars.
- Works directly with Sales Manager and/or Marketing Coordinator to assist on the marketing tasks assigned.
- Any and all duties assigned by Management.

**Experience, Education, Skills and Knowledge:**

- Must be a highly creative, imaginative, motivated individual, driven to focus on sales and merchandising
- Must be motivated to succeed
- Good communication and inter-personal skills
- Good computer skills
- Ability to work with a team
- Ability to write and speak effectively to individuals and groups

Please contact kwood@castrac.com to apply!