



Specialized Equipment Sales Representative – Job Description

Sierra Pacific Turf Supply – Northern California and Northern Nevada

Title: Specialized Equipment Sales Representative, Full time, Exempt

Territory: Northern California and Northern Nevada

Reports to: Sales Director

Position Available: April 1, 2026

At Sierra Pacific, we are looking for an enthusiastic and well-organized individual to join our team as our Specialized Equipment Sales Representative! Sierra Pacific Turf Supply is a small family-owned business in the golf & landscape industry headquartered in Campbell, CA. We are looking for a Specialized Equipment Sales Representative to present, promote and sell specialized equipment, such as electric power tools and robotic mowers, using solid sales tools to existing and prospective golf, landscape, and sports turf customers. If you are interested in golf and would like to work in a fun fast-paced environment, then this is the job for you!

Duties and Responsibilities: To perform this job successfully, an individual must be able to perform the following satisfactorily; other duties may be assigned. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Present, promote and sell specialized equipment using solid sales tools to existing and prospective golf, landscape, and sports turf customers
- Service, repair, maintain, and troubleshoot equipment as needed to ensure safe and efficient operations
- Schedule demonstrations with prospective customers
- Map autonomous mowers to provide optimal, systematic, and efficient mowing patterns
- Perform cost-benefit and needs analysis of existing/potential customers to meet their needs
- Establish, develop, and maintain positive business and customer relationships
- Reach out to leads through cold calling
- Provide excellent customer service for internal and external customers
- Expedite the resolution of customer problems and complaints to maximize satisfaction
- Achieve agreed upon sales targets and outcomes within schedule.
- Coordinate sales effort with team members and other departments.
- Analyze the territory/market's potential, track sales and status reports.
- Supply management with reports on customer needs, problems, interests, competitive activities, and potential for new products and services.

- Keep abreast of best practices and promotional trends
- Continuously improve through feedback, education, and training

Requirements, Skills & Qualifications:

- Experience in a sales role or account management position
- Excellent communication and organizational skills
- Strong interpersonal and problem-solving abilities
- Ability to meet sales targets and territory growth goals
- Highly responsible & reliable
- Ability to work well under pressure in a fast-paced environment
- Bachelor's degree from four-year college or university; or one to two years related experience and/or training; or equivalent combination of education and experience.
- Valid Drivers License and clean driving record
- Ability to lift and move 50 pounds
- This position requires travel throughout the territory in Northern California & Northern Nevada

Compensation & Benefits:

- Paid Time Off
- Paid Holidays
- Benefits package including medical, dental, vision and life insurance
- 401k plan + matching
- Company provided: vehicle, gas card, laptop, iPad, and cell phone
- Base Salary between \$80,000-\$100,000, based on experience, plus uncapped commissions

Apply online at www.sierrapacificturf.com/careers