



**Reliant Fire Apparatus, Inc.  
Job Description**

**Employee's Name:** [                    ]  
**Job Title:** Fire Apparatus and Equipment Sales Representative - Wisconsin  
**Department:** Reliant Fire Apparatus, Inc. Sales  
**Reports To:** Sales Manager  
**Prepared By:** Reliant Fire Apparatus, Inc., Jason Krueger  
**Prepared Date:** November 25, 2024

**Summary:** The position of the Fire Apparatus and Equipment Sales Representative within the sales organization of Reliant Fire Apparatus, Inc. will be under the general supervision of the sales manager.

Responsible for all sales activities from lead generation through orientation training in an assigned territory.

Develop and implement agreed upon marketing plan which will meet both personal and business goals of expanding customer base in the company territory served.

Work within sales and support teams for the achievement of customer satisfaction, revenue generation, and long-term account goals in line with company vision and values.

Manage quality and consistency of product and service delivery.

**Essential Duties and Responsibilities:**

The below are intended to describe the general nature and level of work being performed by those individuals classified as Fire Apparatus and Equipment Sales Representatives. This list is not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.

The position of Fire Apparatus and Equipment Sales Representative within the sales department of Reliant Fire Apparatus, Inc. will include the following essential duties and responsibilities, at a minimum, with other duties available for assignment based on situations.

- Present and sell company products and services to current and potential clients
- Prepare action plans and schedules to identify specific targets and to project the number of contacts to be made
- Follow-up on new leads and referrals resulting from field activity
- Identify sales prospects and contact them and other accounts as assigned
- Prepare presentations and proposals
- Develop and maintain sales materials and current product knowledge
- Establish and maintain current clients and potential client relationships
- Manage account services through quality checks and follow-ups
- Identify and resolve client concerns
- Prepare a variety of status reports, including activity, closings, follow-up, and adherence to goals
- Communicate new product and service opportunities, special developments, information, or feedback gathered through field activity to appropriate staff



- Demonstrate technical selling skills and product knowledge in all areas that allows Sales Representative to give effective presentation of Reliant Fire Apparatus, Inc.
- Demonstrate the ability to carry on a business conversation with business owners and decision makers
- Maximize all opportunities in the process of closing a sale resulting in the taking of market share from competitors
- Develop a database of qualified leads through referrals, telephone canvassing, face to face cold calling on business owners, direct mail, email, and networking
- Assist in the implementation of company marketing plans as needed
- Create and conduct effective proposal presentations and RFP responses
- Responsible for sourcing and developing client relationships and referrals
- Demonstrate the ability to gather, submit detailed business information for pricing and presentation of solutions to identified prospects
- Maintain accurate records of all sales and prospecting activities including sales calls, presentations, closed sales, and follow-up activities within their assigned territory, including the use of Microsoft Outlook, Salesforce, SharePoint, and E-Files to maintain accurate records to maximize territory potential
- Provide monthly forecast of potential sales opportunities and market share data to the sales manager
- Adhere to all company policies, procedures, and business ethics codes
- Participate and contribute to the development of sales better practices
- Participate in marketing events such as seminars and trade shows
- Coordinate schedule for construction reviews, deliveries, and services
- Maintain contact with all clients in the market area to ensure high levels of client satisfaction
- Demonstrate ability to interact and cooperate with all company employees
- Build trust, value others, communicate effectively, drive execution, foster innovation, focus on the customer, collaborate with others, solve problems creatively and demonstrate high integrity
- Maintain professional internal and external relationships that meet company core values
- Proactively establish and maintain effective working team relationships with all support departments
- Provide training to customers
- Provide peer to peer training to new sales employees in a job shadowing role if asked
- Promptly respond to telephone and e-mail inquiries from customers
- Attend annual company meeting
- Attend annual sales meeting
- Create and submit expense reports per company policy
- Prepare presentations and generate specifications in manufacturer's computer software program
- Secure signatures on sales contracts
- Submit and follow up on invoices on sales contracts to customers
- Maintain current knowledge of competitive products including knowledge of local competitive pricing
- Be responsible for demonstrations of OEM or company stock units
- Input required information into company CRM program
- Process changes orders with OEM and customer through the build process
- Review sales to furnish (STF) equipment with customer and finalizes list and forwards to appropriate company staff
- Prepare and submit written change orders to customer and obtain their countersigned written authorization
- Make travel arrangements on behalf of the customer for OEM visits
- Work with service center to coordinate required logistics to get apparatus ready for final delivery



- Submit aerial training request to OEM
- Perform orientation training of new apparatus and upload completed form to OEM
- Provide information to home office for generation of MSO
- Complete all company delivery package requirements as directed on behalf of the company (MSO Signature, Proof of Insurance Signature, New Delivery Page Submission, Etc.)
- Perform all necessary tasks as outlined in the sales representative agreement
- Perform all necessary tasks as outlined in the sales representative scorecard
- Perform other sales related duties as assigned consistent with company guidelines and management instruction in a timely manner

**Supervisory Responsibilities:** This job position does not have supervisory responsibilities.

**Qualifications:** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Education and/or Experience:** High school diploma or general education degree (GED); or two years' experience as a sales representative in a related field. Extended education or extended field experience related to sales and the fire service preferred.

**Language Skills:** Ability to read and interpret documents such as pricing spreadsheets, proposal documents, operating and maintenance instructions and procedure manuals. Strong ability to work within computer software of the OEM and Reliant Fire Apparatus to prepare pricing sheets, document customer interactions, create proposals, create change orders, author reports, prepare presentations, correspondence, and accurately process all required documents and reports required for this job. Ability to speak effectively and professionally to customers or employees of the organization.

**Mathematical Skills:** Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.

**Reasoning Ability:** Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

**Computer Skills:** To perform this job successfully, an individual should have knowledge of Internet software and the Microsoft Office Suite of products. Knowledge of basic office equipment should include Internet and email, copy and fax machines, calculator, and telephone. Use of OEM product software and CRM tool software is required.

Individual must be extremely proficient in computer data entry, proofreading, and able to adapt and quickly learn new computer programs.

**Certificates, Licenses, Registrations:** A current driver's license and proof of auto insurance are required. Obtainment of a CDL will be required within 6 months of employment if not already obtained.



### **Knowledge Skills and Other Abilities:**

- Ability to persuade and influence others
- Ability to develop and deliver presentations
- Ability to create, compose and edit written material
- Strong interpersonal and communication skills
- Knowledge of advertising and sales promotion techniques
- Visibility requires maintaining professional appearance and providing a positive company image to the public
- Work requires significant local travel to current and potential clients
- Work requires willingness to work a flexible schedule and occasional overnight travel
- Strong understanding of customer and market dynamics and requirements
- Willingness to travel and work with others
- Proven ability to achieve sales quotas
- Ability to review and understand reference material related to sales products
- Ability to proofread, correct, and understand proposals
- Ability to review pricing sheets and change orders for accuracy and make corrections when necessary
- Ability to schedule and adapt schedule based on changes that may occur during the build process
- Ability to communicate effectively with customers
- Possess good verbal and written communication skills and be comfortable speaking and communicating directly with customers
- Organizational skills to coordinate customer schedules
- Organizational skills to coordinate between customers, OEM, service technicians, parts department, and service department as needed
- Ability to get along and work effectively with others
- Ability to be a good team member in a environment where everyone is treated with honesty, integrity, and respect

**Physical and Emotional Demands:** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job the individual will be required to sit/stand at a desk, customer location, and OEM manufacturing facility.

**Work Environment:** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The position will be routinely exposed to manufacturing and repair shop environments in addition to office environments. Safety equipment will be provided as required.

**Measures of Performance:** The Fire Apparatus and Equipment Sales Representative shall be considered to be performing in an acceptable manner when the following have been accomplished:

1. *Ethics* – Treats people with respect; Keeps commitments; Inspires the trust of others; Works with integrity and ethically; Upholds organizational values.



2. *Interpersonal Skills* – Focuses on solving conflict, not blaming; Maintains confidentiality; Listens to others without interrupting; Keeps emotions under control; Remains open to others' ideas and tries new things.
3. *Teamwork* – Balances team and individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Contributes to building a positive team spirit; Puts success of team above own interests; Able to build morale and group commitments to goals and objectives; Supports everyone's efforts to succeed; Listens and responds constructively to other team members' ideas; Offers support for others' ideas and proposals; Is open with other team members about his/her concerns; Expresses disagreement constructively.
4. *Dependability* – Follows instructions, responds to management direction; Takes responsibility for own actions; Keeps commitments; Commits to long hours of work when necessary to reach goals. Completes tasks on time or notifies appropriate person with an alternate plan.
5. *Adaptability* – Adapts to changes in the work environment; Manages competing demands; Changes approach or method to best fit the situation; Able to deal with frequent changes, delays, or unexpected events.
6. *Attendance/Punctuality* – Is consistently at work and on time; Ensures work responsibilities are covered when absent; Arrives at meetings and appointments on time.
7. *Quantity* – Meets productivity standards; Completes work in timely manner; Strives to increase productivity; Works quickly.
8. *Quality* – Demonstrates accuracy and thoroughness; Looks for ways to improve and promote quality; Applies feedback to improve performance; Monitors own work to ensure quality.
9. *Planning/Organizing* – Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources; Sets goals and objectives; Organizes or schedules other people and their tasks; Develops realistic action plans.
10. *Safety and Security* – Observes safety and security procedures; Determines appropriate action beyond guidelines; Reports potentially unsafe conditions; Uses equipment and materials properly.
11. *Technical Skills* – Assesses own strengths and weaknesses; Pursues training and development opportunities; Strives to continuously build knowledge and skills; Shares expertise with others; Effectively applies technical knowledge to solve a range of problems; Possesses an in-depth knowledge and skill in a technical area; Develops technical solutions to new or highly complex problems that cannot be solved using existing methods or approaches; Is sought out as an expert to provide advice or solutions in his/her technical area.

**Acknowledgements:** I have reviewed and understand the above job description and believe it to be accurate and complete. I also understand that the company retains the right to change this job description at any time. I also understand that this job description is not a contract for work.

I certify that I possess all of the “Essential Requirements” of the job outlined herein, except as noted here

(If none, so state): \_\_\_\_\_



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I certify that I am fully capable (with or without a reasonable accommodation) of performing all of the essential functions documented herein, and I do not have a physical or mental disability that would jeopardize the health and or safety of my co-workers.

I do not require accommodation in order to perform the essential functions of this job as indicated in this job description.

I require accommodation in order to perform the essential functions of this job as indicated on this job description. The accommodation I require is:

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I understand, and fully agree, that this job description does not constitute a written or implied contract for employment and that my employment relationship with the company is “at will,” for an unspecified duration, and may be terminated at any time by me or the company.

**Disclaimer:** The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.

**Signatures:** I understand and accept the above.

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Employee’s Signature

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Date

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President’s Signature

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Date