



Come Grow with Us!

Junior Equipment Sales Specialist- Alliston, Ontario

HJV Equipment is a growing agricultural equipment distributor in business for over thirty years. Our vision is twofold and integrated: to become the premier specialized agricultural equipment distributor in the world, and to successfully train and develop our employees; enhancing their lives by providing them a rewarding and challenging work environment. HJV provides opportunities for exciting careers in a fast paced, technologically advanced industry with an industry leader. We are looking for talented individuals to join our team.

We currently have an opportunity for a full-time Junior Equipment Sales Specialist in the Alliston area, primarily supporting the sales of AGCO and Horsch equipment. This role is ideal for someone early in their sales or agriculture career who wants hands-on experience, strong mentorship, and a clear path for development.

Position Summary

Reporting to the Director of Sales, the Equipment Sales Specialist is responsible for driving equipment sales, strengthening customer relationships, and supporting the overall performance and growth of the Alliston Sales Territory. This role serves a largely rural and agricultural customer base and requires a self-motivated professional who can independently manage the full sales cycle while representing HJV's core values and delivering exceptional customer service across Winchester and surrounding regions.

Job Description:

- Exemplifies and actively promotes HJV's core values: Respect for Others, a Spirit to Serve, and Continuous Improvement.
- Demonstrates a strong understanding of HJV's vision and contributes to achieving it through consultative selling and strategic territory management.
- Develops deep familiarity with regional customer needs
- Maintains expert-level knowledge of HJV's equipment portfolio, technical configurations, seasonal applications, and operating conditions common to Winchester Area.
- Independently manages assigned sales territory, including regular on-farm and on-site customer visits.
- Builds and maintains long-term relationships with farmers, contractors, municipalities, and commercial customers throughout the Winchester region.
- Works closely with the Director of Sales to align regional sales activity with broader company strategy and sales targets.
- Identifies new business opportunities through cold calling, referrals, community engagement, and participation in local agricultural events.
- Plans and supports local field demonstrations, customer clinics, dealer events, and regional tradeshow (e.g., agricultural fairs and equipment demo days).
- Provides industry-leading customer service and acts as a trusted advisor throughout the sales and ownership lifecycle.

- Prepares accurate and professional quotes, sales orders, and documentation in compliance with HJV policies.
- Ensures CRM data is current and complete, including leads, opportunities, customer visit notes, and follow-up activities.
- Provides post-sale support including equipment delivery coordination, start-up assistance, operator orientation, and follow-up contact (60 days post-delivery).
- Maintains awareness of competitive products, regional pricing trends, and market conditions.
- Attends vendor and dealer meetings to stay current on new products, technology updates, and product improvements.
- Collaborates closely with Service and Parts teams to coordinate equipment preparation, installations, seasonal demand planning, and customer support needs.
- Ensures full adherence to HJV Sales policies, internal procedures, and documentation standards.
- Follows all applicable Health & Safety legislation, policies, and safe work practices.

Key Performance Indicators

- Achievement of assigned sales and revenue targets
- Successful delivery of engineering projects (timeline, budget, quality)
- Customer satisfaction and retention
- Effective collaboration with internal teams and external partners
- Compliance with Health & Safety and operational standards

Requirements:

- Strong technical aptitude with the ability to operate new and used agricultural equipment
- Proven consultative selling and relationship management skills
- Project management experience with a demonstrated ability to manage multiple initiatives
- Strong negotiation, leadership, and problem-solving abilities
- Financial acumen with experience managing budgets
- Proficiency in Microsoft Office; CAD experience is an asset
- Engineering Technologist designation considered an asset
- Ability to thrive in a fast-paced, customer-focused environment

If you are interested in joining a company with a family culture, committed to employee development, we'd like to hear from you. We offer a competitive benefits package including Health, Dental, LTD, Life, Extended Health Care, Registered Retirement Savings Plan, Employee Assistance Program, Discount Program and other perks. For more information on HJV Equipment please visit www.hjvequip.com.

To apply for this opportunity, please forward your resume to hr@hjvequip.com. Accommodations are available on request for candidates taking part in the recruitment process. At HJV Equipment we are committed to fostering an inclusive, accessible work environment. We offer accommodation for applicants with disabilities as part of our recruitment process. Thank you for your interest in HJV Equipment!