

## Position Objective and Responsibilities

### Job Title: On-Farm Tire and Service Specialist

---

Reports To: \_\_\_\_\_ in the  
\_\_\_\_\_ department.

### Position Objective

---

To sell and service farm, truck, and automotive tires; and to sell, distribute, and market lube oil and related products in a manner that will optimize the cooperative's market share and savings, improve the cooperative's efficiency, help achieve the cooperative's mission and goals, and result in outstanding customer service.

### Position Responsibilities

---

The on-farm tire and service specialist's responsibilities involve sales and marketing, service, inventory, reporting, maintenance, and other duties as requested by management.

The on-farm tire and service specialist will maintain a positive attitude that promotes team work within the cooperative and a favorable image of the cooperative.

### Sales and Marketing

Sales and marketing involves assisting the department manager in establishing and achieving sales and marketing goals.

#### **Establish and Achieve Sales Goals**

1. Work with the department manager to establish yearly sales and gross margin goals as identified in the annual budget
2. Make regular sales calls to current and potential customers as identified in the annual budget
3. Provide sales leads to other salespeople as appropriate

## **On-Farm Tire and Service Specialist: Position Objective and Responsibilities, Page 2**

4. Increase sales as identified in the annual budget through effective sales presentations
5. Ensure all parts, equipment, and labor are accounted for
6. Use work orders or other means of accounting for all work done

### **Service**

Service involves providing friendly and efficient service and making recommendations for products sold.

#### **Provide friendly and efficient service**

1. Greet all customers enthusiastically and promptly
2. Sell, install, and service tires
3. Sell replacement TBA items, such as belts, wiper blades, batteries, and filters, and related products as needed
4. Sell lube oil and related products
5. When not involved with on-farm tire sales and service, assist with oil and filter changes, grease cars, and perform other work as requested
6. Handle all customer complaints promptly and follow through until a solution is achieved
7. Lose no customers due to the service provided
8. Be available for on-farm calls as needed during spring planting and fall harvest times

#### **Make proper recommendations for all products sold**

1. Identify resources for assistance and keep manuals accessible and current
2. Study and understand recommendation charts
3. Make no recommendation or installation that will result in a product problem
4. Maintain an excellent working knowledge of the complete tire line
5. Attend all product updates and training sessions as requested by your supervisor

### **Inventory**

Inventory involves maintaining adequate inventory by reporting needs to your supervisor.

## **Reporting**

Reporting involves keeping management informed of sales activities.

1. Provide the department manager with a weekly summary of calls and results
2. Report problems that require additional input promptly

## **Maintenance**

Maintenance involves maintaining equipment and facilities, maintaining the display area, and pricing merchandise properly.

### **Maintains equipment and facilities**

1. Keep tire truck and equipment in good mechanical condition and wash as needed
2. Keep tools and equipment clean and free of grease and dirt smudges
3. Keep customers' vehicles clean and free of grease and dirt smudges
4. Wear a clean uniform daily and be neat

### **Maintain display area**

1. Maintain a clean and orderly inventory and display area
2. Arrange seasonal displays

### **Price merchandise properly**

1. Ensure that all merchandise is properly priced

## **Other Duties**

The on-farm tire and service specialist will uphold cooperative policies, perform other duties as assigned by management, and will enforce and uphold the cooperative's credit policy.

### **Uphold cooperative policies**

1. Uphold all cooperative policies

**Perform other duties as assigned by management**

1. Perform duties as requested by management

**Enforce and uphold the cooperative's credit policy**

1. Make credit terms known to all employees and customers
2. Do not charge to customers on COD
3. Do not extend credit to customers who have not been approved by the credit manager
4. Do not authorize customer charges that exceed set credit limits
5. Keep all personal accounts current