



JOB DESCRIPTION

Compact Equipment Sales

Department: Equipment Sales | Reports To: Director of Sales | Classification: Full-Time

Position Overview

Hayden-Murphy Equipment Company is growing! We're a dynamic and innovative company specializing in crane and road construction equipment. We are committed to delivering high-quality products and services to our customers, backed by an industry leading team. We are seeking a driven and knowledgeable Compact Equipment Sales Representative to join our team. In this role, you will be the primary point of contact for customers looking to purchase or lease construction and earthmoving equipment from our premier lineup of Hyundai and Manitou machines, as well as BOMAG paving equipment. You will build lasting relationships with contractors, municipalities, landscapers, utility companies, and other end users across your assigned territory, driving revenue growth through consultative selling and deep product expertise.

Equipment Portfolio

This role focuses on the retail sales of the following equipment lines:

Brand	Equipment Type	Applications
Hyundai	Skid Steers	Construction, landscaping, site prep
Hyundai	Mini Excavators	Trenching, utility work, residential
Hyundai	Excavators	Heavy earthmoving, demolition
Hyundai	Wheel Loaders	Material handling, aggregates, snow
Hyundai	Dozers	Grading, land clearing, earthmoving
Manitou	Skid Steers/Telehandlers	Construction, agriculture, warehousing
BOMAG	Paving Equipment	Road construction, asphalt, compaction

Key Responsibilities

Sales & Business Development

- Prospect, qualify, and close sales of Hyundai skid steers, mini excavators, excavators, wheel loaders, and dozers.
- Sell and support the full BOMAG paving equipment lineup, including rollers, pavers, and milling machines.

- Develop and manage a pipeline of new and returning customers through cold outreach, referrals, and trade show activity.
- Meet or exceed monthly, quarterly, and annual sales targets established by management.
- Prepare accurate and competitive sales quotes, proposals, and financing packages for customers.

Customer Relationship Management

- Conduct in-depth needs assessments to match customers with the right equipment for their applications.
- Perform on-site demonstrations of compact and paving equipment at customer locations or the dealership.
- Maintain regular follow-up with prospects and existing customers to ensure satisfaction and identify future opportunities.
- Serve as the primary liaison between customers and the service, parts, and finance departments.

Product & Market Knowledge

- Stay current on Hyundai, Manitou, and BOMAG product updates, specifications, and competitive positioning.
- Monitor regional market trends, competitor activity, and pricing to inform sales strategy.
- Attend manufacturer-sponsored training, webinars, and product launches as required.
- Educate customers on equipment operation, maintenance requirements, and available warranty options.

Administrative & Reporting

- Maintain accurate CRM records including customer contacts, deal stages, activity logs, and forecasting data.
- Submit weekly sales reports and territory updates to the Sales Manager.
- Coordinate equipment delivery scheduling and pre-delivery inspections with the service department.
- Assist with trade-in evaluations and used equipment appraisals.

Qualifications

Required

- Minimum 2 years of experience in equipment sales, heavy machinery, or a related field.
- Demonstrated ability to consistently meet or exceed sales quotas.
- Valid driver's license and clean driving record; ability to travel within assigned territory.
- Strong communication, negotiation, and presentation skills.
- Proficiency with CRM software and standard productivity tools (Microsoft Office or equivalent).

Preferred

- Experience selling compact construction equipment, including skid steers, mini excavators, or similar machines.
- Familiarity with Hyundai Construction Equipment, Manitou, or BOMAG product lines.
- Existing network of contractor, municipal, or landscaping contacts in the region.
- Knowledge of equipment financing, rental, and lease structures.
- CDL or experience operating compact equipment is a strong asset.

Compensation & Benefits

We offer a competitive compensation package designed to reward high performers:

- Base salary commensurate with experience, plus an uncapped commission structure.
- Performance bonuses tied to sales targets.
- Company vehicle or vehicle allowance, fuel card, and expense reimbursement.
- Comprehensive health, dental, and vision insurance.
- 401(k) with employer match.
- Paid time off, holidays, and manufacturer training opportunities.

Work Environment

This position is primarily field based, requiring regular travel throughout the assigned sales territory. Representatives will spend time at customer job sites, construction projects, and municipal facilities, as well as at our dealership. The role involves outdoor work in varied weather conditions and may require occasional participation in equipment demonstrations on uneven terrain. Some evening and weekend availability may be required for trade shows and customer events.

Equal Opportunity Employer: We are committed to creating a diverse and inclusive workplace. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability, veteran status, or any other characteristic protected by law.

Please reach out to Troy von Holdt, Director of Sales, for more information.

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