



HAYDEN-MURPHY EQUIPMENT COMPANY

9301 E. BLOOMINGTON FREEWAY, MINNEAPOLIS, MN 55420 • 952-884-2301 • 800-352-2757

Product Support Representative

Department: Parts & Service

Reports To: Parts Manager

Location: Bloomington, MN and surround market

Status: Full-Time, non-union

Position Summary

The Product Support Representative is responsible for developing and maintaining customer relationships while driving parts and service revenue for construction equipment, cranes, and related products. This role serves as a trusted advisor to customers by identifying equipment maintenance needs, promoting preventative maintenance programs, and providing solutions that maximize equipment uptime and productivity.

The ideal candidate possesses strong sales and customer service skills, mechanical aptitude, and a thorough understanding of heavy equipment operations and maintenance.

Essential Duties and Responsibilities

Sales & Business Development

- Develop and maintain relationships with existing and prospective customers within the market and with key customers.
- Support and drive sales opportunities to Equipment Sales Representatives.
- Promote and sell OEM and aftermarket parts, repair services, inspections, maintenance agreements, and component rebuild programs.
- Identify opportunities to increase parts and service sales through proactive customer visits, phone calls, and follow-up activities.
- Generate quotations and proposals for parts, repairs, maintenance programs, and service work.
- Achieve established sales goals and profitability targets.
- Monitor competitive activity and market trends to identify growth opportunities.

Customer Relationship Management

- Serve as the point of contact for customers regarding parts and service needs.
- Conduct regular customer visits and equipment inspections to identify maintenance and repair opportunities.
- Provide recommendations that help customers reduce downtime and extend equipment life.
- Resolve customer concerns promptly and professionally.
- Maintain accurate customer records and sales activities within the company CRM system.



Technical Support

- Work closely with technicians, parts personnel, and service managers to develop repair estimates and solutions.
- Understand equipment applications, maintenance requirements, and service schedules for cranes and heavy construction equipment.
- Assist customers in identifying appropriate replacement parts and service options.
- Educate customers on preventative maintenance programs, inspections, and equipment lifecycle management.

Administration

- Prepare and submit sales reports, forecasts, and territory activity updates.
- Maintain accurate records of customer contacts, opportunities, quotes, and orders.
- Ensure compliance with company policies, safety standards, and industry regulations.

Qualifications

Education & Experience

- High school diploma or equivalent required.
- 3+ years of experience in heavy equipment, construction equipment, crane, truck, agricultural equipment, industrial equipment, or related industries preferred.
- Experience selling parts, service, maintenance contracts, or equipment support solutions strongly preferred.

Knowledge, Skills, and Abilities

- Knowledge of heavy construction equipment, cranes, diesel engines, hydraulic systems, and equipment maintenance practices.
- Strong consultative sales and relationship-building skills.
- Excellent math, communication, negotiation, and presentation abilities.
- Ability to read parts diagrams, service estimates, and technical documentation.
- Proficient with Microsoft Office and CRM systems.
- Strong organizational and time management skills.
- Self-motivated with the ability to work independently and manage a sales territory

Physical Requirements

- Ability to travel frequently within market.
- Ability to work in shop, construction, and industrial environments.
- Ability to climb on and inspect heavy equipment when necessary.
- Ability to occasionally lift up to 50 pounds.

Travel Requirements

- Regular local and regional travel to customer locations, jobsites, and company facilities.
- Occasional overnight travel for customer meetings, training, or industry events.

Success Measures

- Achievement of parts and service sales goals.
- Growth in customer retention and market share.
- Increased preventative maintenance and service contract sales.
- Customer satisfaction and responsiveness.
- Accuracy of forecasts, quotes, and CRM activity tracking.

Why Join Us?

At Hayden-Murphy, we are committed to helping our customers maximize equipment performance, uptime, and productivity. Our Product Support Representatives play a critical role in building lasting customer partnerships while contributing directly to the success of our service operations and the growth of our business.