

Field Sales Representative – Agricultural Equipment

Join the Midway Farm Equipment Team

Midway Farm Equipment is seeking a motivated, relationship-driven Field Sales Representative to join our growing team. If you enjoy working with farmers, solving equipment challenges, and building long-term customer relationships, this is an excellent opportunity to represent some of the most respected brands in agriculture while enjoying uncapped earning potential.

About Midway Farm Equipment

Midway Farm Equipment is a family-owned agricultural equipment dealership that has proudly served farmers since 1932. While we've maintained our single-location roots, we support customers throughout the five-state Upper Midwest region. We specialize in the sales, service, and support of industry-leading equipment, including Massey Ferguson, Gleaner, Precision Planting, Versatile, and many other leading short-line manufacturers.

Our success is built on honesty, exceptional customer service, and lasting relationships with the producers we serve.

Position Summary

As a Field Sales Representative, you will develop and maintain relationships with farmers and agricultural businesses while selling new and used equipment. You'll work directly with customers to understand their operations, recommend equipment solutions, and provide outstanding service before, during, and after the sale.

Key Responsibilities

- Sell new and used agricultural equipment to new and existing customers.
- Prospect for new business through farm visits, cold calls, referrals, and lead follow-up.
- Build long-term customer relationships through regular communication and on-site visits.
- Learn each customer's operation and recommend equipment solutions that improve productivity and profitability.
- Prepare equipment quotes, financing options, trade evaluations, and purchase agreements.
- Stay current on product features, competitive equipment, and industry trends.
- Represent Midway Farm Equipment at field demonstrations, customer events, trade shows, and farm shows.
- Work closely with the Parts and Service Departments to ensure an exceptional ownership experience.
- Meet or exceed monthly and annual sales goals.

- Maintain accurate customer records, sales activities, and pipeline information.
- Perform other duties as assigned by the Sales Manager.

Qualifications

- High school diploma or equivalent required; bachelor's degree preferred.
- Five or more years of agricultural equipment sales or related sales experience preferred.
- Strong understanding of farming operations and agricultural equipment.
- Excellent communication, relationship-building, negotiation, and customer service skills.
- Self-motivated with the ability to work independently and manage a territory effectively.
- Organized with strong time-management and follow-up skills.
- Basic proficiency with Microsoft Office.
- Valid driver's license with an acceptable driving record.
- Willingness to work extended hours, including evenings and weekends, during seasonal demand.

Compensation & Benefits

We offer a competitive compensation package designed to reward performance and support your long-term success, including:

- Competitive base salary plus commission
- Uncapped earning potential
- Company vehicle
- Medical, dental, and vision insurance
- Health Savings Account (HSA)
- Life and disability insurance
- AFLAC supplemental insurance
- SIMPLE IRA with company matching contributions
- Paid Time Off:
 - 90 hours of paid vacation
 - 54 hours of paid sick leave
 - Seven paid holidays
- Bereavement leave
- Company-provided uniforms

Build Your Career with Midway

If you're passionate about agriculture, enjoy helping customers succeed, and want to represent trusted equipment brands with a dealership that's been serving farmers for over 90 years, we'd love to hear from you.

Email resume to lisa.rothenberger@midwayfarmequip.com