General Manager / Sales: Thief River Falls

Position Summary: The General Manager/Sales Manager is responsible for overseeing the daily operations, sales performance, customer relationships, and profitability of the North Star Ag location. This position leads the sales team, manages store operations, drives business growth, and ensures exceptional customer service while maintaining strong relationships with customers, vendors, and employees. The General Manager/Sales Manager is expected to actively sell equipment, manage inventory and personnel, and provide leadership to achieve company goals.

Reports To: President, Zane Erickson

Job Duties & Responsibilities

Sales & Business Development

- Call on farms and customers to develop relationships and promote sales of North Star Ag's shortline and equipment products.
- Actively pursue new business opportunities and expand market share within the assigned territory.
- Sell products to customers through walk-in traffic, phone inquiries, email communications, and on-farm visits.
- Develop and maintain a robust sales pipeline and follow up on all leads promptly.
- Evaluate customer equipment trades and provide competitive trade valuations.
- Prepare quotes, proposals, and financing options for customers.
- Meet or exceed established sales goals, gross profit targets, and growth objectives.
- Monitor local market trends, competitor activities, and customer needs to identify opportunities for growth.
- Attend dealer meetings, product trainings, farm shows, and industry events including KMOT and Big Iron.
- Fill out and submit weekly sales, lead, market, and activity reports.

Store Management & Operations

- Oversee the daily operations of the dealership/store location.
- Ensure efficient workflow and coordination between sales, parts, service, and administrative departments.
- Monitor inventory levels and collaborate with staff to ensure proper stocking and ordering of equipment and products.
- Maintain an organized, clean, safe, and professional facility appearance.

- Implement company policies, procedures, and operational standards.
- Resolve customer concerns and service issues in a timely and professional manner.
- Manage opening and closing procedures and ensure operational readiness of the facility.

Leadership & Team Management

- Recruit, train, coach, and develop employees to maximize performance and customer satisfaction.
- Provide leadership and guidance to the sales team and support staff.
- Conduct employee evaluations and provide performance feedback.
- Establish performance expectations and hold team members accountable for results.
- Foster a positive, team-oriented work environment focused on customer service and continuous improvement.
- Lead regular sales and operations meetings.
- Coordinate employee schedules and staffing needs.

Customer Relations

- Build and maintain long-term relationships with customers and key accounts.
- Serve as the primary escalation point for customer concerns and conflict resolution.
- Ensure the highest level of customer service is consistently provided.
- Follow up with customers after sales to ensure satisfaction and identify future opportunities.

Financial Management

- Assist with budgeting, forecasting, and achieving profitability objectives.
- Monitor sales performance, expenses, and operating costs.
- Review and manage gross margins on equipment sales and inventory.
- Work with ownership to establish annual sales and operational goals.
- Analyze financial and operational reports to improve business performance.

Vendor & Manufacturer Relations

- Meet regularly with vendor and manufacturer representatives.
- Maintain strong relationships with suppliers and industry partners.
- Coordinate promotions, product launches, and training opportunities.
- Ensure dealership compliance with manufacturer programs and requirements.

NORTH STAR AG

Administrative Responsibilities

- Maintain accurate customer records and sales documentation.
- Utilize CRM and dealership software systems effectively.
- Ensure compliance with company policies and applicable regulations.
- Complete reports and paperwork accurately and on time.

Qualifications & Requirements

- Bachelor's degree in Business, Agriculture, Management, or related field.
- 5-10 years of sales management and leadership experience, preferably in the agriculture or equipment industry.
- 3 Professional References
- Proven success driving sales growth, profitability, and business development.
- Proficiency with Microsoft Office, CRM, and dealership management software.
- High level of professionalism, integrity, and accountability.
- Valid driver's license and ability to travel as needed.

Hours: Monday-Friday 8am-5pm or as needed, in winter and summer. Monday-Friday 8am-6pm and Saturdays 8am-3pm or as needed in spring and fall. Overtime at 40 hours per week.

Benefits Package:

Health, Dental and Vision Insurance Benefits

401K Matching program

Vacation Pay & Paid Holidays

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