

EQUIPMENT MANUFACTURING/SALES

JOB DESCRIPTION

Equipment and supply sales in arboriculture is often supported by a retail dealer that depends on business from a well-populated region. Duties might include direct customer contact by phone and/or in person, demonstrations of machinery and tools, performing quotes, and individual or group presentations.

TYPICAL BACKGROUND

Although some background in retail sales is helpful, it is not always necessary. Background in production tree work greatly reduces the learning curve of product promotion.



ELIGIBILITY REQUIREMENTS

A highly self-motivated personality and a positive attitude are essential. An equipment sales person must have general knowledge of arboriculture practices to properly relate to the needs of their customers. Some companies may require a college degree, but arborist certification can be enough to show an elevated level of interest in education.

EDUCATION/TRAINING NEEDS

- Formal sales training
- Experience in retail
- Basic management training
- Good driving record
- Selection of personal protective equipment (PPE)
- Communication skills
- Proper equipment use and maintenance
- Tree and shrub identification
- Tree biology
- Knowledge of uses and application of pesticides and fertilizers
- Proper planting procedures

EDUCATION TRAINING MATERIALS

- Books about selling, motivational tapes and a wide range of business practice materials are available.
- ISA: *Arborists' Certification Study Guide*
- ANSI Z133.1 Safety Standards
- ANSI A300 Pruning
- ANSI A300 Fertilization
- ANSI A300 Tree Support Systems
- Best Management Practice Series
- ISA ArborMaster Video Series and Book: *The Art and Science of Practical Rigging*
- ISA: *Photographic Guide to Hazard Trees*

CERTIFICATIONS/LICENSES

ISA Arborist Certification helpful but not required.
Pesticide applicator's license may be required.

TYPICAL FUTURE CAREER PATHS

Equipment and supply sales people may change rolls within the retail organization they helped build. For example, a sales person might progress to sales manager or shift to an operations position. The knowledge gained supplying customer product needs can be invaluable to companies looking to build or maintain relationships within this specialized retail environment.