



Company Profile:

Established in 1961, H&E Equipment Services is ranked in the top 10 of Rental Equipment Registry's (RER) top 100 equipment rental companies. We are a leading supplier of equipment for construction, earthmoving, compaction, paving and material handling customers. In addition to specializing in rentals and sales, we offer extensive repair and maintenance programs with comprehensive parts inventories, mobile service, planned maintenance, fleet management, crane remanufacturing and more!

H&E Equipment Services, a leader in the construction equipment industry, is seeking a highly motivated **Rental Sales Representative** for our Warrenton, Virginia branch.

Responsibilities:

- Compiles lists of prospective customers for use as sales leads, based on information from ad inquiries, trade shows, direct mail responses, business directories, trade shows, Internet Web sites, and other sources.
- Cold calls on offices and job sites within assigned area.
- Responds to customer inquiries, questions, or complaints regarding products, services, billing issues and deliveries.
- Rents equipment over the phone and in person.
- Overcomes technical and business objections of prospective customers.
- Enters new customer data and other data for current customers into computer database.
- Demonstrates and discusses H&E Equipment with customers.
- Acts as an advocate of the customer while maintaining the company's best interest.
- Follows up on potential customers to ensure customer satisfaction.
- Travels to job sites in assigned area to develop relationships with general and sub contractors performing work on job sites and quotes rental rates and delivery rates to these customers.
- Provides credit applications to set up new accounts in the assigned territory.
- Reports to Branch Manager as needed.
- Tracks, compiles, and submits an expense report monthly.
- Coordinates with branch rental personnel for new rentals and calling off existing rentals.
- Overcomes technical and business objections of prospective customers.

Requirements:

- Must have experience in rental operations
- Must have an aggressive, dynamic personality
- Must be people-oriented, sales driven, self-directed, and a team player
- Must possess computer knowledge.
- A construction or equipment background preferred
- Must have a professional business appearance at all times

Please send resumes to Latané Ware at lware@he-equipment.com or Terrie Owens at towens@he-equipment.com

