

History

Hendrix Tractor Company, Inc. is a fourth generation, family owned and operated, authorized dealer for New Holland and Case IH in Atmore, AL and Frisco City, AL. In addition to our two major lines, we carry Bush Hog, Unverferth, Great Plains, Yetter, and Monroe Tufline lines of equipment.

Our business was established in Frisco City, AL in 1940 by H. H. Hendrix as a Ford Tractor dealership. W. H. Hendrix established the store in Atmore, AL in 1949 under the Ford Tractor brand also. The New Holland brand was added in 1986 in Frisco City and in 1990 in Atmore. Case IH was added in 1988 shortly after the merger of Case and International Harvester.

Job Description

Hendrix Tractor Co., Inc. is seeking a qualified, self motivated person to sell new and used agricultural equipment and outdoor power equipment to new and existing customers.

This person will represent the company for the sale of machinery to customers in our sales area. You must always represent our company and yourself in a professional courteous manner conducive to repeat business. Maintain current product knowledge on features and benefits of all equipment potentially saleable by the dealership. Monitor competitive activity and products being sold in our territory. Maintain customer information so you know which customers have what equipment. Maintain assigned company vehicles and equipment. Conduct new equipment field demonstrations. Maintain current knowledge of used equipment values and ability to evaluate properly for trading purposes. Maintain current knowledge of financing options to assist customers with securing the purchase of new and used goods. Attend applicable sales training events/seminars and complete online training sessions.

Skills & Qualifications: Ability to use standard desktop load applications such as Microsoft Office and internet functions. Ability to work flexible hours. Excellent customer relationship skills. Ability to analyze and interpret basic sales reports.