



2/5/25

Sales Representative
Job Description

A. COMPANY DESCRIPTION

75+ year old branded OEM of hydraulic machinery. The Company designs and manufactures highly engineered hydraulic metalworking equipment used in a wide array of industries and applications. The Company generates ~\$12 million of revenue, of which ~65% is from the sale of new capital equipment, and ~35% is from the sale of aftermarket parts and technical services sold to the installed base. The Company benefits from a reputable brand name in the industry, resulting in the opportunity to continue to capture incremental share in a large addressable market. We are investing in refreshing product lines to address a lower cost/higher volume section of the market and look forward to continuing this activity moving forward.

B. POSITION OVERVIEW

At Pacific Press Holdings LLC, we believe that long-term growth is the key to business success, and we are looking for motivated and energetic team members who can contribute to our vision. We are currently seeking an experienced Sales Representative to help produce measurable results that will benefit our business.

The ideal candidate will have a proven ability to implement effective sales strategies, expand our customer base, and strengthen relationships with existing clients. As a Sales Representative, you will be responsible for directly managing and engaging with customers, actively prospecting new opportunities in North America, and following up on leads and referrals.

Key Responsibilities:

- Directly manage and sell products to new and existing customers.
- Engage in initiative-taking prospecting to increase customer acquisition.
- Establish and maintain strong relationships through consistent communication with current and potential clients.
- Respond promptly to customer inquiries, introduce new products and upgrades, and align offerings with customer needs.
- Report directly to the Sales Manager.
- Preparing and presenting proposals, quotes, pricing, and payment terms.
- Inputting all necessary and required information on all activities in CRM System.
- Interact with clients and respond to inquiries about the company's products or services.
- Contacting potential clients to establish a business relationship and meet with them as needed.
- Provide continuous, constructive customer feedback to Pacific Management team.

This position requires up to 30% travel, as needed.

C. REQUIRED SKILL SET

- 2+ years of sales experience in long sale cycle capital equipment or
- 3+ years of experience of direct sales of industrial equipment.
- Prior experience in establishing and implementing sales strategies for existing and new customers.



- Strong understanding of Pacific Press Holdings products and services within a reasonable amount of time.
- Strong knowledge of sales growth techniques.
- Clear verbal and written communication skills.
- Continuously updating your job knowledge (for both products and sales/marketing strategies) by participating in educational opportunities; reading professional publications; networking; etc.
- Must be proficient in Microsoft Office, including work, excel and PowerPoint.
- Maintain and have a valid driver's license.
- Perform other duties as assigned by their management team.

D. OTHER POSITIVE ATTRIBUTES

- Experience with Salesforce.
- Sales experience in hydraulic press brakes and presses.
- Involvement in Industrial/Metalforming associations.
- Experience in a smaller company culture and enjoyment of being involved in all aspects of a business.
- Proven record of sales success.

E. Compensation:

- **Onsite Job**
- **Base Salary:** based on experience, plus commission.
- **401k:** 4% match
- **Benefits:** Exceptional benefits plan
 - Medical
 - Vision
 - Dental
 - Short Term Disability/Long Term Disability
 - Life Insurance
 - AD&D
 - Paid Time Off – prorated based on start date.
 - 2 Weeks of Vacation
 - 1 week of Personal Time
 - 1 week of Sick Time