



| | | | |
|--|---------------------------|-------------------|-------|
| <i>Position:</i> | Sales Tech Representative | | |
| <i>Reports To:</i> | VP of Sales | <i>Department</i> | Sales |
| <i>Job Description</i> | | | |
| POSITION OVERVIEW: MasterCraft is seeking a driven, enthusiastic, and customer focused Sales Tech Representative to support our growing sales team. This individual will play a key role in dealer enablement, field sales execution, and training support. The ideal candidate will be a self-starter with a proven track record in sales support, training coordination, events, and strategic partnerships.. | | | |
| KEY RESPONSIBILITIES: | | | |
| Sales & Dealer Support: | | | |
| <ul style="list-style-type: none">• Support Business Development Managers in building and maintaining strong relationships with dealers and end customers.• Assist with customer inquiries, product presentations, follow-ups, and general communication.• Help maintain and update CRM systems by tracking leads, quotes, and sales activities.• Collect and communicate market feedback, competitive insights, and customer trends to internal teams. | | | |
| Event Coordination: | | | |
| <ul style="list-style-type: none">• Assist in planning, coordinating, and executing company participation at factory-supported boat shows and dealer events.• Plan and execute high-impact customer and dealer experiences, including demo days, launch parties, factory tours, and VIP events.• Represent MasterCraft at industry events and boat shows in a professional and knowledgeable manner. | | | |
| Training Support: | | | |
| <ul style="list-style-type: none">• Train and educate dealers on key product features, competitive positioning, and technical differentiators.• Coordinate and facilitate virtual and in-person dealer and internal sales training sessions.• Participate in product training and technical development programs to build marine knowledge.• Track training attendance, certifications, and feedback to improve effectiveness. | | | |

- Assist with the creation, editing, and distribution of training content including manuals, videos, and presentation decks.

Cross-Functional Collaboration:

- Work closely with Marketing and Service departments to ensure a seamless customer experience from initial contact to post-sale support.
- Maintain consistent branding, messaging, and professionalism across all events and touchpoints.

REQUIREMENTS:

- Bachelor's degree in Marketing, Communication, Business, or a related field.
- 3–5+ years of experience in business development, sales, or a similar role.
- Excellent written and verbal communication, negotiation, and presentation skills.
- Strong analytical, strategic thinking, and problem-solving abilities.
- Detail-oriented and highly organized, with the ability to prioritize tasks and manage multiple responsibilities with the ability to work independently and as part of a team.
- Proficiency in using contact management software (Outlook), Word, Excel, PowerPoint, Teams, CRM systems, particularly Salesforce, is a plus.
- Familiarity with the boating industry and products is desirable.
- Travel up to 60% of the year, including weekends

NAME Sales Tech Representative

DATE

NAME VP of Sales

DATE