



# Sales Representative

Full-Time or Part-Time • On & Off Site • Year-Round

Hayward, WI

## ABOUT LAKE COUNTRY SALES & RENTALS

Lake Country Sales & Rentals is a trusted Northwoods destination for pontoon boats, golf carts, bunkhouses, and park models—serving both seasonal visitors and year-round residents. We pride ourselves on friendly service, reliable equipment, and a welcoming, community-focused atmosphere.

## POSITION SUMMARY

The Sales Representative plays a key role in helping customers find the right pontoon boat, golf cart, or recreational equipment to fit their needs. This position combines product knowledge, customer service, and relationship-building to support both sales and rental operations. The ideal candidate is personable, motivated, and excited to help customers enjoy the Northwoods lifestyle.

## KEY RESPONSIBILITIES

### Sales & Customer Engagement

- Greet customers and provide knowledgeable guidance on pontoons, golf carts, and related equipment
- Assess customer needs and recommend appropriate models, features, and upgrades
- Prepare quotes, explain pricing, and assist customers through the purchase process
- Follow up with leads, inquiries, and past customers to build long-term relationships
- Make sales calls and go door-to-door to create leads at resorts, businesses, and individuals

### Product Knowledge & Presentation

- Maintain a strong understanding of pontoon and golf cart models, features, and accessories
- Stay informed on new inventory, seasonal promotions, and product updates
- Ensure showroom and lot displays are clean, organized, and customer-ready
- Highlight add-ons such as lift kits, seating upgrades, electronics, and trailer options

### Operational Support

- Assist with rental check-outs and customer questions during busy periods
- Coordinate with service and delivery teams to prepare sold units
- Help maintain accurate sales records and customer information

### Customer Experience

- Provide friendly, honest, and transparent communication throughout the sales process
- Educate customers on maintenance, care, and safe operation
- Address customer concerns professionally and escalate issues when necessary

## QUALIFICATIONS

- Experience in sales, customer service, powersports, marine, or related fields preferred
- Strong communication and relationship-building skills
- Ability to learn technical product details and explain them clearly
- Comfortable working in a fast-paced, seasonal environment
- Valid driver's license; ability to move equipment on the lot a plus
- Self-motivated, organized, and customer-focused

## WORK ENVIRONMENT

- Indoor showroom + outdoor lot
- Frequent customer interaction and equipment walk-arounds
- Weekend and seasonal hours during peak periods

## COMPENSATION & BENEFITS

- Competitive hourly wage + commission opportunities
- Paid time off
- Employee discounts on sales and rentals
- Professional development and product training

Apply [here](#) on Indeed.com