

### JOB DESCRIPTION

**E**QUIPMENT AND SUPPLY SALES in arboriculture is often supported by a retail dealer that depends on business from a well-populated region. Duties might include direct customer contact by email, phone and/or in person, demonstrations of machinery and tools, performing quotes, and individual or group presentations.

### TYPICAL BACKGROUND

Although some background in retail sales is helpful, it is not always necessary. Background in production tree work greatly reduces the learning curve of product promotion.



International Society of Arboriculture

### EDUCATION/TRAINING NEEDS EDUCATION TRAINING MATERIALS

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>✓ Basic management training</li> <li>✓ Communication skills</li> <li>✓ Experience in retail</li> <li>✓ Formal sales training</li> <li>✓ Good driving record</li> <li>✓ Knowledge of uses and application of pesticides and fertilizers</li> <li>✓ Proper equipment use and maintenance</li> <li>✓ Proper planting procedures</li> <li>✓ Selection of personal protective equipment</li> <li>✓ Tree and shrub identification</li> <li>✓ Tree biology</li> </ul> | <ul style="list-style-type: none"> <li>✓ <i>ANSI A300 Standards for Tree Care Operations</i> (or applicable national standards)</li> <li>✓ <i>ANSI Z133 Safety Standard for Arboricultural Operations</i> (or applicable national standard)</li> <li>✓ <i>Arborist Equipment: A Guide to the Tools and Equipment of Tree Maintenance and Removal</i> (Blair)</li> <li>✓ <i>Arborists' Certification Study Guide</i> (ISA)</li> <li>✓ <i>ArborMaster® Training Video Series</i> (ISA)</li> <li>✓ <i>Best Management Practices Series</i> (ISA)</li> <li>✓ <i>Diseases of Trees and Shrubs</i> (Sinclair and Lyon)</li> <li>✓ <i>Glossary of Arboricultural Terms 2013 Edition</i> (ISA)</li> <li>✓ <i>Introduction to Arboriculture Training Series</i> (ISA)</li> <li>✓ <i>Manual of Woody Landscape Plants</i> (Dirr)</li> <li>✓ <i>Plant Health Care for Woody Ornamentals</i> (Lloyd)</li> <li>✓ <i>The Practical Science of Planting Trees</i> (Watson and Himelick)</li> <li>✓ <i>This is PR: The Realities of Public Relations</i> (Newsom et al.)</li> </ul> |
|---|---|

### ELIGIBILITY REQUIREMENT

A highly self-motivated personality and a positive attitude are essential. An equipment sales person must have general knowledge of arboriculture practices to properly relate to the needs of their customers. Some companies may require a college degree.

### CERTIFICATION/LICENSES

ISA Certified Arborist® credential is recommended. Commercial Driver's License and State Pesticide Applicator License may be required.

### TYPICAL FUTURE CAREER PATHS

Professional trainers may remain in this position, move to the sales side of business, or move up to manager status.