Sales Advisor

Established in 1980, Cherry Products set out to produce high-quality materials handling equipment at the right price. As a British company, our success has been built on personal service, product quality and our ability to adapt to the changing needs of agriculture and its allied industries. We have become a major force in the agricultural attachments market and continue to strive for excellence in our products and customer service.

We are looking for a motivated, organised and customer-focused Sales Advisor to join our team.

A genuine interest in agriculture is essential, and previous experience within the agricultural industry is highly desirable. The successful candidate will be confident dealing with customers and have a good understanding of the agricultural sector, or a willingness to develop their product knowledge.

This is a full-time, on-site position combining sales, order processing and stock management.

Key Responsibilities

- Answering incoming sales calls and handling customer enquiries.
- Taking customer orders and preparing quotations.
- Processing sales orders through our booking and order management system.
- Ordering stock attachments and managing stock deals within the sales system.
- Keeping customers informed about order progress, lead times and delivery arrangements.
- Maintaining accurate sales records and order information.
- Liaising with the factory to ensure orders are processed smoothly.
- Building and maintaining positive customer relationships.

About You

- A genuine interest in agriculture and agricultural machinery.
- Previous experience in sales, sales administration or order processing is preferred.
- Experience within the agricultural industry would be a distinct advantage.
- Confident and professional telephone manner with good communication skills.
- Strong organisational skills and excellent attention to detail.
- Comfortable using computers and learning new systems.
- Able to manage multiple tasks and prioritise workloads effectively.
- Reliable, proactive and able to work independently and as part of a team.

Job Type:

- Full Time
- 08.30 – 17.00 - 1 hour for lunch
- 20 days holiday and bank holidays

- Salary to be agreed, depending on experience
- Own transport is essential as we are based in a rural location without any public transport

Closing Date 15 November 2026
Please contact Christine Wilson – christine@cherryproducts.co.uk