



Industrial Equipment Sales Representative

Service Line, Inc. | Reedsburg, WI

Primarily supporting Renegade Parts Washers

Full-Time / In-Person

Travel: Required as needed

About the Role

Service Line, Inc. is looking for an experienced, motivated salesperson to join our team as an Industrial Equipment Sales Representative.

This position will primarily support Renegade Parts Washers and customers throughout the industrial and manufacturing markets.

This role is responsible for developing new business, understanding customer cleaning challenges, and helping customers determine the right equipment and cleaning solution for their operation.

This is not order-taking. It is technical, consultative sales. The right person will ask good questions, understand how the customer operates, and recommend a solution that makes sense for the work they actually need to do.

What You'll Do

- Prospect and develop new business with manufacturers, maintenance departments, repair facilities, machine shops, and other industrial customers nationwide.
- Manage leads and sales opportunities from the first conversation through the final sale.
- Talk with customers to understand their parts, cleaning process, production requirements, and current challenges.
- Recommend the appropriate Renegade parts washer, detergent, accessories, options, or custom solution.
- Conduct product demonstrations, technical presentations, customer meetings, and site visits.
- Prepare quotes and proposals based on customer requirements.

- Help customers understand the value and potential return on investment of the recommended solution.
- Negotiate pricing and terms while working toward a successful sale.
- Maintain consistent follow-up with leads, quoted opportunities, and existing customers.
- Build long-term customer relationships through dependable communication and support.
- Work with engineering and production teams when a customer requires a custom or specialized system.
- Maintain accurate customer, lead, quote, and follow-up information in company systems.
- Achieve individual sales goals while contributing to the continued growth of Renegade Parts Washers.
- Look for practical ways to improve the sales process and customer experience.

What We're Looking For

- 3–5 years of proven B2B sales experience.
- Experience selling industrial equipment, capital machinery, technical products, or similar solutions.
- Strong technical aptitude and an interest in understanding how equipment works.
- Ability to listen to a customer's problem and turn that information into a practical recommendation.
- Strong communication and presentation skills.
- Strong negotiation and relationship-building skills.
- Self-motivated and able to manage leads, opportunities, and follow-up
- Comfortable working independently while also collaborating with engineering, production, marketing, and other departments.
- Willingness to travel as needed for customer visits, demonstrations, trade shows, and other sales activities.
- Valid driver's license and clean driving record.
- Dependable and willing to take ownership of customer opportunities from start to finish.
- Takes pride in providing customers with accurate information and dependable follow-through.

Helpful, But Not Required

- Experience selling parts washers, machine tools, manufacturing equipment, or other industrial capital equipment.

- Experience working with manufacturers, machine shops, maintenance departments, automotive or heavy-equipment repair operations, or similar industrial customers.
- Knowledge of industrial parts cleaning or aqueous cleaning processes.
- Experience using a CRM, ERP, or sales management system.
- Bachelor's degree in business, engineering, or a related field.

Equivalent education and real-world sales experience will be considered.

What We Offer

- Competitive base salary plus uncapped commission.
- 100% employer-paid health insurance for qualified employees.
- Paid time off and paid holidays.
- Retirement plan options.
- The opportunity to sell American-made equipment that solves real operational problems.
- A stable, locally owned manufacturing company.
- A workplace where your results are visible and make a difference.
- A team that values dependability, integrity, respect, and teamwork.

Why This Role Matters

Our customers are not simply buying a machine. They are trying to solve a cleaning problem.

They may need to improve cleaning quality, reduce labor, increase production, replace an outdated process, or find a more reliable way to clean the parts their operation depends on.

The Industrial Equipment Sales Representative helps turn those challenges into practical solutions. That means asking the right questions, understanding what the customer is trying to accomplish, and working with our team to recommend equipment that will perform long after the quote is signed.

This is a good fit for someone who enjoys sales, technical problem solving, building relationships, and turning customer challenges into solutions.

About Service Line, Inc.

Service Line, Inc. is a locally owned manufacturer based in Reedsburg, Wisconsin. Founded in 1996, we design, manufacture, sell, and support products through two primary brands:

Renegade Parts Washers provides industrial parts washing equipment, detergents, and cleaning solutions for manufacturers, repair facilities, maintenance departments, and industrial operations across the country.

Hanen Automatic Cattle & Livestock Feeders provides automated feeding equipment designed to help livestock producers save time, improve feeding consistency, and simplify daily operations.

Our employees are part of the **Service Line, Inc. team** and, depending on their position, may support one or both brands.

How to Apply

Ready to learn more?

Send your resume and a brief introduction to careers@renegadepartswashers.com.

Service Line, Inc.

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Service Line, Inc. is an equal opportunity employer.