



Turning Heads

When tractors and farm equipment come to mind, one might think of a rugged man spending countless hours crisscrossing his fields. A tough, strong man who can tell a person the ins and outs of a machine. Abbie Scarborough Jones is not a tough, rugged man, but she knows everything about farm machines and can sell one in an instant.

Jones grew up in Lubbock, Texas, raising cattle and working at her parent's nursery. She went on to pursue a degree in agricultural communications from Texas Tech University and graduated in 2011.

Jones works in sales for B.E. Implement as the governmental sales representative, meaning she calls on commissioners, school districts, city halls, etc., in all counties in her area of responsibility.

"I got on a tractor every once and a while," said Jones. "but I have learned almost everything I know about John Deere and tractors in general through working with B.E. Implement."

"I also sell agriculture equipment to farmers," said Jones, "but governmental sales are my main market."

B.E. Implement has seven locations, and Jones said she is the only governmental sales representative, so she covers all the territory.

Jones said she found B.E. Implement through a friend's dad and that she did internships with B.E. Implement her sophomore and junior summers of college.

"At the end of my second internship, they offered me a full time job when I graduated," said Jones.

Jones said internships are an important part of the process. And if it were not for internships, she might not have the career she loves.

"The hardest part is taking the time to apply," said Jones, "but the benefits are so rewarding."

While Jones was at Texas Tech, she said she felt that the Campaigns class was the most beneficial.

"It taught me how to be organized," said Jones, "to group a common goal together and be able to visually see it."

Jones learned a lot from her professors that she uses in the industry today.

Jones said her favorite part of her job is the people she works with and the people in the communities.

"They are just good, hardworking, talented individuals," said Jones.

Jones said people in the agriculture industry are honest and trustworthy.

Chris Snodgrass, the owner of B.E. Implement, said Jones is a talented salesperson.

"Abbie works hard," said Snodgrass. "She is a talented, dedicated woman and we feel lucky to have her on our team."

Jones said some of the fun things that she gets to do with her job is to put on ladies nights, where she invite farmers' wives into the store and has a speaker or something active for them to do.

"This just gets them more comfortable with the store and allows us to market to a new select group of individuals," said Jones.

At the end of the day, Jones feels that although she works in a man's industry, she does not struggle at all. Her job is special because it is always a challenge. Every day is different.

Jones said her line of work is a service driven industry.

"That's another thing I like about it," said Jones. "When you're working in agriculture,

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