



**Position:** Aftermarket Sales Professional  
**Department:** Aftermarket  
**Reports To:** Store Management  
**Supervises:** None  
**Job Group:** Sales Workers  
**Exempt or Non-Exempt:** Exempt

**Job Description:**

The Aftermarket Sales Professional is responsible for driving parts and service sales growth within an assigned territory by developing strong customer relationships, promoting digital solutions, and delivering proactive product support. This role serves as a key liaison between customers and the dealership's Parts and Service Departments, while positioning RDO Equipment Co. and John Deere as trusted partners in equipment lifecycle management.

At RDO Equipment Co., we make decisions thoughtfully, balancing the impact on each of our stakeholders, and enact those decisions according to each of our core values. In this way, we find purpose in our work and pride in our purpose.

**Specific Duties Include:**

- Proactively manage Expert Alerts for assigned accounts by coordinating with Service Managers and customers to ensure timely follow-up and resolution.
- Build and strengthen customer relationships by educating accounts on RDO Equipment offerings and John Deere digital tools (Operations Center, Equipment Mobile, and RDO E-Commerce platform).
- Bridge customer relationships with internal Parts and Service teams, ensuring seamless support and fostering long-term loyalty within the assigned territory.
- Drive customer engagement through events by actively participating in clinics, field days, and demonstrations to promote products, services, and solutions.
- Promote and sell product support solutions, including parts, parts cabinets, maintenance and repair services, whole good attachments, and other approved offerings.
- Identify customer needs and recommend tailored solutions using the full RDO portfolio to improve machine performance, uptime, and operational efficiency.
- Generate new business opportunities through prospecting and cold calling, expanding relationships beyond the existing customer base.
- Represent the company in product support sales within the assigned territory, consistently delivering value-driven solutions to customers.
- Maintain and communicate current knowledge of parts, service, and financial programs from RDO Equipment Co. and John Deere.
- Develop and maintain technical and product knowledge, including features, benefits, and applications of all saleable products and services, and provide basic technical assistance when needed.

- Monitor competitive activity and industry trends to identify opportunities and maintain a competitive position in the market.
- Accurately document and manage sales activity using company systems (e.g., S2), ensuring all customer interactions, opportunities, and follow-ups are properly recorded.
- Maintain organized and up-to-date customer and territory information, as directed by management.
- Participate in company communication efforts, including meetings, huddles, and open-book sessions to stay aligned with business objectives.
- Commit to continuous improvement by participating in company-sponsored training and development opportunities.
- Follow all company safety policies, procedures, and guidelines while performing job responsibilities.
- Demonstrate professionalism at all times, representing the company positively with customers, peers, and the community.
- Foster a collaborative team environment by maintaining strong, professional working relationships with coworkers, management, and support teams.
- Perform additional duties as assigned in a professional, efficient, and timely manner.

**Job Requirements:**

- 1–3 years of experience in an industry-related role (e.g., sales, service, parts, training, or similar hands-on environment).
- Comfortable using business systems and technology (e.g., CRM, service platforms, or inventory systems) with the ability to quickly learn new tools.
- Ability to communicate clearly and professionally with customers and internal teams, both verbally and in writing.
- Demonstrated ability to prioritize work, manage multiple tasks, and meet deadlines in a fast-paced environment.
- Strong commitment to delivering a positive customer experience and resolving issues effectively.
- Candidates must have valid work authorization and be able to work in the U.S. without company sponsorship.

EOE/M/F/Disabled/Veteran

**Essential Job Functions:**

<b>Activity</b>	<b>Never</b>	<b>Occasionally</b>	<b>Frequently</b>	<b>Constantly</b>
Hours Per Day	0 Hours	Up to 3 hours per day	3-6 hours per day	6-8+ hours
Sitting			X	
Walking		X		
Standing			X	
Bending (neck)		X		
Bending (waist)		X		
Squatting		X		

Climbing		X		
Kneeling		X		
Crawling		X		
Twisting (neck)		X		
Twisting (waist)		X		
Hand Use: Dominant Hand Right ___ Left ___		X		
Is repetitive use of hand required?		X		
Simple Grasping		X		
Power Grasping	X			
Fine Manipulation		X		
Pushing/Pulling		X		
Reaching (above shoulder level)		X		
Reaching (below shoulder level)		X		
<b>Lifting:</b>				
0-10 lbs.				X
11-25 lbs.		X		
26-50 lbs.		X		
51-75 lbs.	X			
76-100 lbs.	X			
<b>Carrying:</b>				
0-10 lbs.				X
11-25 lbs.		X		
26-50 lbs.		X		
51-75 lbs.	X			
76-100 lbs.	X			
Driving cars, trucks, forklifts, other equipment				X