



Position: Product Specialist - CE
Department: Region Admin
Reports To: Product Specialist Supervisor/Product Manager/Sales Manager/Store Manager/General Manager
Supervises: None
Job Group: Sales Workers
Exempt or Non-Exempt: Exempt

Job Description:

This individual will provide product expertise on construction and technology equipment lines. This individual will build long term relationships within the territory to maximize company profitability and market share. The Product Specialist will be expected to specialize in the equipment lines in order to provide support to the sales professionals and customers on the products.

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:

- Increase market share and profitability for the stated range of products within the geographic area.
- Develop relationships and network throughout the industry to monitor and participate in all product activities. Know the market; where future work will be done, where it is currently being done and by whom. Develop an open and “real time” channel of communication throughout the industry. Be recognized as a solutions provider and a wealth of expertise for our customers. Be on every deal.
- Create opportunities by evaluating customer fleets and techniques, and proactively propose better solutions.
- Develop equipment packages, set pricing and pre-qualify customers. Prepare and present professional sales proposals. Negotiate each transaction.
- Schedule and perform product demonstrations and technical presentations.
- Deliver all new machines and provide onsite operation and maintenance training. Regularly follow up with customer’s deliveries to insure they remain fully trained, well supported and highly satisfied with our products and services.
- Communicate regularly with the store/branch managers and full line sales professionals to share information on activity within their regions.
- Be a primary channel of communication for product technical and commercial issues with our manufacturing partners.
- Be an active and highly visible participant in industry groups and events and keep abreast of competitive activity and competitive products.

- Always seek additional sales, parts and service opportunities for company and reporting those prospects to the appropriate parties.
- Provide training for our customers and employees, which includes continual education on developments for our product line, as well as that of our competitors.
- Assist customers with parts, service and repair requirements.
- Coordinate delivery and pickup of equipment as needed by customer.
- Prepare reports for business transactions and keep expense accounts.
- Follow all safety rules and regulations while performing work assignments and adhere to all policies and procedures as specified in company manuals and as directed in the employee handbook.
- Conduct self in the presence of customers and community to present a professional image of RDO Equipment Co.
- Proactively seek and participate in available company-sponsored training, to develop and advance knowledge base and skill set.
- Participate in all company/location driven communication efforts, including open book meetings, huddles, department meetings and other related efforts.
- Maintain a positive and professional working relationship with peers, management and support resources, with a constant commitment to teamwork and exemplary customer service.
- Perform all other duties as assigned by management in a professional and efficient manner.

Job Requirements:

- Must be able to work independently.
- Prior sales experience and/or training.
- Good understanding of local market conditions.
- Knowledge of resale values of particular machinery a plus.
- Must have strong communication and interpersonal skills.
- Excellent customer service skills.
- Excellent computer skills.
- Candidates must have valid work authorization and be able to work in the U.S. without company sponsorship.

Essential Job Functions:

Activity	Never	Occasionally	Frequently	Constantly
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		
Lifting:				
0-10 lbs.			X	
11-25 lbs.		X		
26-50 lbs.		X		
51-75 lbs.		X		
76-100 lbs.	X			
Carrying:				
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	