



**Job Title:** Regional Rental Manager

**Department:** Rental

**Reports To:** Regional General Manager

**Supervises:** Rental Sales Managers, Rental Dispatch Manager

**Job Group:** First/Mid-Level Officials and Managers

**Exempt or Non-Exempt:** Exempt

**Job Description:**

This position is responsible for the profitable integration of the rental department into all regional store locations. The Regional Rental Manager will work closely with the Regional General Manager and store management to provide the necessary expertise, oversight, and support needed to grow the RDO Equipment Co. rental business in their region. Additionally, the Regional Rental Manager will work closely with short-line suppliers as assigned in managing the inventory and profitability of those short lines.

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:**

- Provide regional rental fleet management and oversight.
- Develop consistent maintenance processes and procedures for use throughout the region.
- Coordinate with each location to ensure rental inventory is properly maintained and readily available to rent.
- Work with store management to ensure adequate fleet make-up and utilization.
- Be aware and recognize under-utilized machines and develop plans to liquidate excess inventory.
- Work closely with short-line suppliers on pricing, utilization and opportunities to maximize fleet profitability.
- Be the liaison between regional management and suppliers to resolve issues and complications in a timely manner.
- Develop and utilize rental management reports including lost sales, utilization, and maintenance reports.
- Supervise fleet mobilization between locations when necessary to increase profitable utilization.
- Establish regional rental rates and perform regular competitive analysis of rates and fleet availability.
- Closely monitor fleet asset values and adjust as necessary.
- Coordinate with Director of Inventory Valuation to establish sale prices on units that have been designated for sale or liquidation from the rental fleet.

- Work closely with store management to ensure consistent implementation of all rental policies and procedures.
- Manage usage of the stores sales inventories in conjunction with the regional rental fleet.
- Manage all New Equipment Inventory ordering as directed.
- Ensure customer satisfaction. Work with the sales and rental teams to know the customer's current and future expectations and work with all store departments to resolve customer concerns.
- Ensure that appropriate communications take place throughout the location/s by facilitating/participating in monthly open-book meetings, conducting regular team meetings, encouraging an open-door policy, and proactively seeking feedback from team members.
- Foster an engaged work environment within the location/s, encouraging accountability, open communication, teamwork, and a commitment to serving the customer.
- Lead and manage all business and/or department activities related to ensuring the customer experience is positive and that all team members are committed to creating solutions and long term relationships with customers.
- Ensure that the company/location reputation and image in the community is consistent with RDO Equipment Co. Core Values, and that business relationships with all stakeholders are not compromised.
- Manage the evaluation, allocation, and management of physical and financial resources and administer the hiring, development/training, management, evaluation, and effective assignment of people resources.
- Responsible for ensuring that sound and safe business practices and processes are implemented and continuously improved to effectively and efficiently achieve ethical business objectives.
- 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:**

- Previous supervisory/management experience
- Minimum 5 years of sales or rental management or related experience
- Excellent understanding of the rental industry.
- Excellent customer service skills
- Strong oral and written communication skills
- Strong computer skills
- College degree or applicable experience preferred

- Candidates must have valid work authorization and be able to work in the U.S. without company sponsorship.

**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	