



Position: -Regional Sales Manager (Solar)

Department: Sales

Reports To: General Manager – Emerging Markets Technology

Supervises: Account Managers

Job Group: First/Mid-Level Officials and Managers

Exempt or Non-Exempt: Exempt

Job Description:

The Regional Sales Manager (Solar) is responsible for leading regional sales strategy, customer growth, and team performance within RDO Equipment Co.'s Emerging Markets Technology division. This role develops and executes growth initiatives focused on utility-scale solar customers while leading a team of Account Managers, expanding market share, and delivering profitable business results. The Regional Sales Manager partners with customers, EPC contractors, developers, owner/operators, manufacturer partners, and internal stakeholders to provide innovative equipment and technology solutions that support successful solar construction projects. The role serves as a key leader in advancing RDO's position within the rapidly growing renewable energy market.

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 leadership and direction for sales operations across the organization, ensuring alignment with company objectives, policies, and procedures.
- Recruit, develop, coach, and motivate a high-performing sales team to achieve sales, profitability, market share, and customer satisfaction goals.
- Lead sales planning activities, including forecasting, budgeting, territory management, sales performance analysis, and strategic growth initiatives.
- Coach and support team members throughout the sales process, including prospecting, customer relationship development, negotiation, closing, product knowledge, and margin management.
- Drive accountability for CRM utilization, sales activity management, expense reporting, and performance metrics.
- Build and maintain strong customer relationships while partnering with cross-functional teams to deliver an exceptional customer experience and resolve escalated concerns.
- Collaborate with manufacturer representatives and internal stakeholders to maximize market share and leverage available programs and resources.

- Foster a culture of accountability, engagement, teamwork, communication, and continuous improvement throughout the region.
- Lead talent development efforts, including performance management, succession planning, and employee development.
- Manage departmental budgets and resources to support financial and operational objectives.
- Ensure that the company/location reputation and image in the community is consistent with RDO Integrated Controls 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 leadership experience with a proven ability to coach, develop, and lead high-performing sales teams.
- Demonstrated success in heavy equipment or related industry sales, with strong knowledge of regional market conditions, customer needs, and competitive trends.
- Excellent customer service, relationship-building, negotiation, and communication skills.
- Strong business acumen with the ability to analyze sales performance and drive revenue growth.
- Ability and willingness to travel up to 70% domestically.
- Bachelor's degree in Business, Marketing, Agriculture, or a related field preferred; equivalent industry experience considered.
- 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.				
76-100 lbs.	X			
Driving cars, trucks, forklifts, other equipment?			X	