Job Title: Regional Sales Manager
Department: Sales
Reports To: Regional General Manager
Supervises: Account Managers, Sales Professional and other department employees
Job Group: First/Mid-Level Officials and Managers
Exempt or Non-Exempt: Exempt

Job Description:

This individual will provide leadership in motivating, managing, and evaluating the sales team members. This role will help develop, implement and maintain a strategic sales plan while being responsible for all aspects of sales operations in an effort to achieve lasting company loyalty.

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:

- Demonstrate leadership in all aspects of the region.
- Direct and motivate a professional sales team to accomplish the company's objectives.
- Manage the activity in S2, expense reporting, and cross-functional reporting (i.e. service, parts, etc.).
- Accountable for ensuring all RDO Equipment Co. policies and procedures are followed within the store.
- Advise sales team throughout the sales process, including but not limited to prospecting and closing; performing research and acquiring information on target customers; developing goals, quotas, and forecasts; analyzing sales statistics; and developing sales campaigns.
- Coach and mentor sales team on the following topics; including but not limited to needs/features/benefits, closing, time and territory management, negotiating, product knowledge, productivity, and gross margin.
- Create and monitor annual sales department benchmarks and budget, in alignment with the organization's financial and operational objectives.
- Ensure customer satisfaction. Work with the sales team to know the customer's current and future expectations and work with all store departments to resolve customer concerns.
- Work closely with manufacturer representatives.
- Lead the sales team to effectively understand and use manufacturers' products and programs to attain acceptable market share levels.
- Manage inventory and assets.
- 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 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.
- Proactively seek and participate in available company-sponsored training, in an effort to develop and advance knowledge base and skill set.
- 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.
- Bachelor's degree or relevant professional experience preferred.
- Candidates must have valid work authorization and be able to work in the U.S. without company sponsorship.

Essential Job Functions:

Activity Hours Per Day	**Never** 0 Hours	**Occasionally** Up to 3 hours per day	**Frequently** 3-6 hours per day	**Constantly** 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	