



Job Title: Rental Sales Manager
Department: Sales
Reports To: Regional Rental Manager
Supervises: Rental Sales Professionals
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 Rental Sales Professionals across the central and southern Texas region. They will develop and implement the sales plan and maintain a customer relationship process in an effort to achieve lasting brand and store loyalty. They will coordinate rental sales activities and cooperate with the central and southern Texas region to best serve the needs of the customer and employees. This position can be located in any of our Central and South Texas stores – Waco, Austin, Buda, or San Antonio.

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 store and throughout the region.
- Direct and motivate a professional sales team to accomplish the company's objectives.
- Manage the activity in our CRM (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 and throughout the region.
- 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.
- Manage the Rental Sales Program which would include marketing deals to customers, building and maintaining customer contacts, participating in ride along opportunities, monitor coverage needs, and sales training and support.
- 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 departments to resolve customer concerns.

- 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.
- 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:

- Ability to travel around 50-75%. Frequency may vary based on regional and business needs
- Previous supervisory/management experience preferred
- Industry and/or heavy equipment retail sales experience
- Solid understanding of local market conditions
- Excellent customer service skills
- Excellent oral and written communication skills
- Strong computer skills
- College degree preferred
- 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:

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,			X	

forklifts, other equipment?				
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