



Position: Rental Sales Professional
Department: Rental
Reports To: Sales Department Manager
Supervises: None
Job Group: Sales
Exempt or Non-Exempt: Exempt

Job Description:

The Rental Sales Professional is responsible for driving profitable rental growth by developing strong customer relationships, and delivering timely, reliable equipment solutions within an assigned territory. This role partners closely with rental operations, service, and dispatch teams to ensure fleet utilization, customer satisfaction, and consistent execution from quote through equipment return - while representing RDO Equipment Co. with professionalism and integrity.

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:

- Develop and manage long-term customer relationships within an assigned territory to drive profitable rental growth and increased fleet utilization.
- Actively prospect new rental customers through jobsite visits, referrals, and targeted outreach, while maintaining a strong presence with existing accounts.
- Assess customer needs by visiting jobsites and understanding project scope, timelines, and equipment requirements to recommend effective rental solutions.
- Generate rental quotes and complete all required documentation, contracts, and system entries to support accurate, timely rental transactions.
- Present customers with equipment damage assessments and repair estimates at rental return, and obtain required purchase orders (POs) to support timely billing and resolution.
- Maintain ownership of the rental process from initial contact through delivery, equipment return, and post-rental follow-up to ensure customer satisfaction.
- Use company systems and tools to document customer interactions, track opportunities, manage pipelines, and maintain territory awareness.
- Complete and document a defined minimum number of face-to-face customer calls per month to support sales activity and relationship development.
- Coordinate closely with Sales Management, Rental Dispatch, Service, and Transportation teams to ensure equipment availability, on-time delivery, and efficient pickup.
- Monitor local market conditions, rental rate trends, and competitor activity to position RDO competitively and identify new business opportunities.
- Resolve customer concerns related to equipment performance, scheduling, or rental agreements promptly and professionally.

- 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:

- Prior sales experience and/or relevant sales training.
- Solid understanding of local market conditions and customer needs.
- Strong communication, interpersonal, and customer service skills.
- Proficiency with computer systems and sales-related software tools.
- 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	