



Job Title: Sales Manager
Department: Sales
Reports To: General/Store Manager
Supervises: Sales
Job Group: Sales Professionals, Account Managers, and other department employees
Exempt or Non-Exempt: Exempt

Job Description:

This individual will provide leadership in motivating, managing, and evaluating the sales team members. They will develop and implement the sales plan and maintain a customer relationship process in an effort to achieve lasting brand and store loyalty.

RDO Equipment Co. approaches its goals and responsibilities in terms of its five principal stakeholders: Employees, Customers, Manufacturer Partners, Owners and Communities. These principal stakeholders have shaped the core values of the organization and provide a basis for our management decisions.

Specific Duties Include:

- Demonstrate leadership in all aspects of the store.
- 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.
- 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 supervisory/management experience.
- 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, forklifts, other equipment?	X		X	