



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

Job Description:

This individual will develop long term partnerships with our customers to build win/win solutions within an assigned territory and account list. They will focus on utility equipment such as skid-loaders, mini-excavators and compact loaders while promoting all aspects of RDO Equipment Co. in a professional manner.

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:

- Use Company provided systems/tools to fully document, track, record, follow-up and capture all related sales activity in a timely and accurate manner. Use of the system should contribute directly to the proposal process, winning the sale, volume, territory awareness, participation, and customer satisfaction.
- Effectively understand and use manufacturers' programs and resources to attain acceptable market share levels.
- Sell whole-goods, parts, and service as a customer solution and build long term relationships within their territory to maximize customer and company profitability.
- Develop a keen awareness of the competition and competitive products, as well as business and industry trends.
- Coordinate and/or conduct field demonstrations as well as operate machinery at customer work site.
- Maintain strong knowledge of used equipment values and be able to evaluate properly for trading purposes.
- Work in conjunction with Sales Manager and Equipment department, responsible for follow-up and expediting of whole good orders.
- Accountable for timely follow up on each sale to ensure customer satisfaction.
- Coordinating and/or communicating with customers and applicable departments ensuring timely delivery.
- Coordinate pickup and delivery of equipment as needed.

- 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 training
- Solid understanding of local market conditions
- Knowledge of resale values of particular machinery a plus
- Strong communication and interpersonal skills required
- Excellent customer service skills
- Excellent computer skills
- 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	