

# Kubota Engine America

**JOB TITLE:** Sales Manager  
**DEPARTMENT:** Sales (New Business Development Team)  
**REPORTS TO:** Senior Manager, New Business Development Team  
**FLSA STATUS:** Exempt

## Job Description Summary

The Sales Manager is responsible for developing and maintaining sales for existing customers as well as generating new markets for Kubota engines. This position requires you to develop strategic plans that coincide with market trends, corporate goals, and objectives. This position is the “window” and direct link for all activity and communication between distributors, OEM customers and Kubota.

## Duties and Responsibilities

- Market Research and Analysis:
  - a. Assist the New Business Development team to conduct thorough market research to identify emerging trends, potential markets, and competitive landscape.
  - b. Analyze data to identify opportunities for business expansion and growth.
  - c. Provide sales and technical expertise for trade shows, exhibitions and assist distributors with sales programs and promotions
  - d. Maintain up-to-date understanding of industry trends, technical developments, and competitive activity that affect current and future markets utilizing trade publications along with regional trade shows applicable to markets we serve
- Lead Identification:
  - a. Key role to Identify and evaluate potential business leads, partnerships, and new markets.
- Strategic Planning:
  - a. Collaborate with New Business Development team members to develop strategy and presentation materials for meetings with prospective OEMs.
- Converting leads into projects:
  - a. Create new leads based on strategic plans.
  - b. Support the conversion of the leads into actual projects. Transition the project to other sales & engineering teams as required.
- Relationship Building:
  - a. Establish and maintain strong relationships with potential partners, clients, and stakeholders.
  - b. Manage assigned OEM and distributor's business activity in a professional and profitable manner
  - c. Prepare and maintain a travel agenda that demonstrates engagement with your assigned customers and establish a routine visit schedule with your direct OEM and distributor customers
    - i. Maintain direct contact with distributors, DOEMs, and direct OEM accounts regularly
  - d. Solicit new business and expand current business with your assigned distributors or within a given market segment
  - e. Consult with distributors and OEM customers to define market needs and analyze data to advise on or to recommend solutions utilizing knowledge of theory, principles, or technology
- Cross-Functional Collaboration:
  - a. Work closely with marketing, sales, new product implementation, and other departments to ensure alignment and successful execution of new business initiatives.
- Innovation and Creativity:
  - a. Develop new ideas and solutions to drive business growth.
  - b. Focus on continuous improvement of the sales strategy within the department.
- Others:
  - a. Maintain up-to-date understanding of industry trends, technical developments, and competitive activity that affect current and future markets utilizing trade publications along with regional trade shows applicable to markets we serve.
  - b. Keep KEA and your colleagues aware of changes in the market and activity amongst our competition.
  - c. Provide regular updates and reports to the manager on progress and performance.
  - d. Maintain an organized and secure work environment.
  - e. Communicate, organize, and maintain confidential information and material
  - f. Develop and maintain team effort within the department that is customer focused

# Kubota Engine America

- g. Support co-workers in other departments as needed.
- h. Follow safety guidelines and department and corporate policies and procedures

## Authority

N/A

## Job Knowledge, Skills, and Abilities

- Ability and desire to develop both new OEM and OEM business along with an intense desire to grow our relationship with any customer and become the engine of choice for any application that we have a suitable power plant
- Ability to develop and maintain relationships with distributors understand that distributors are not customers but rather are a channel partner
- Strong negotiation and closing skills, energetic, and have a strong desire to succeed in sales demonstrated by a history of strong sales achievements
- Thorough understanding of engine operation, application, and specifications
- Basic understanding of warranty, and warranty adjudication
- Basic understanding of order processing
- Basic knowledge and understanding of the OEM industry
- Ability to multi-task, establish priorities and meet deadlines, maintain a flexible attitude and approach towards assignments, and maintain level of organization in a changing and fast paced environment
- Strong command of the English language, both written and verbal
- Ability to comprehend a variety of instructions, both oral and written
- Ability to communicate in a professional manner
- Ability to be tactful and diplomatic in challenging situations
- Excellent presentation skills and excellent power point knowledge
- Superior written and verbal communication skills
- Strong problem solving and perceptiveness
- Utilize sensible approaches to business matters
- Have a working knowledge of Word and Excel
- Ability to utilize SAP for business analysis
- Travel is both expected and required, expect to travel on a weekly basis often overnight on an as needed basis, international travel while infrequent is also expected and required
- Thorough knowledge in applying sales and marketing techniques to sell engines at the wholesale level
- Ability to develop and maintain long term relationships with customers that are mutually beneficial and profitable for KEA
- General understanding of the international rules for the interpretation of trade terms (incoterms)
- Ability to maintain a high level of confidentiality
- Excellent presentation skills
- Strong problem solving and discernment skills for various decisions such as addressing highly complex customer issues

## Education and Training

- Bachelor's degree in a relevant field or significant experience in varying roles
- 10 years sales experience selling industrial engines or a similar product at the wholesale level

## Physical Demands

- Walking and sitting for long periods of time with some stooping, bending, kneeling, and reaching
- Dexterity to make fast, simple, repeated movements of the fingers, hands, and wrists
- Movement by holding, turning, and grasping of objects
- Reaching by extending hands in any direction
- Feeling temperature, shape, or texture by means of senses in skin
- Ability to drive a car and travel by air
- Regular lifting and/or moving up to 50 pounds
- Ability to hear normal conversations on phone or in person
- Ability to see more than 20 feet
- Ability to see color and see/read computer screen

# Kubota Engine America

## Work Environment

- Work is performed in an office environment. Noise level is moderate
- Exposure to engine testing labs. Noise level ranges may be from moderate to very loud
- Limited exposure to the warehouse. Limited exposure to temperature variations when shipping doors are open
- Regular exposure to vibration, fumes, gases, and proximity to moving mechanical parts
- Handling of potentially dangerous chemicals or other substances, dangerous equipment, and tools
- Work produced is subject to precise measures of quality and quantity
- While traveling, will experience noise and comfort levels common to automobiles and airplanes

## Tools and Equipment

- Computer and other general office equipment
- Eye and ear protection required while working on engines

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The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Employee: \_\_\_\_\_

Date: \_\_\_\_\_

Supervisor/  
Manager: \_\_\_\_\_

Date: \_\_\_\_\_