

# Kubota Engine America

**JOB TITLE:** Sales Manager  
**DEPARTMENT:** Sales  
**REPORTS TO:** Sr Sales Manager  
**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, generators, and parts. 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

- Manage assigned OEM and distributor's business activity in a professional and profitable manner
- 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
- Maintain direct contact with distributors, DOEMs, and direct OEM accounts regularly
- Solicit new business and expand current business with your assigned distributors or within a given market segment
- Ensure the distributor represents the full Kubota range of products emphasizing strong parts, service, and warranty support
- 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
- Assist distributors and, along with KEA engineering, attend the application review meetings
- Monitor distributor and OEM inventory levels
- Identify underperforming distributors and customers and develop strategies and or plans to achieve a positive result
- Aggressively research potential distributors, DOEMs and OEMs in your assigned territory or segment that meet KEA growth and market share objectives
- Maintain up-to-date understanding of industry trends, technical developments, and competitive activity that effect current and future markets utilizing trade publications along with regional trade shows applicable to markets we serve
- Develop sales and marketing forecasts for each OEM, Distributor and DOEM in accordance with meeting assigned objectives
- Establish work procedures and processes that support company and departmental standards, procedures, and strategic directives
- Assist distributors in developing sales and marketing forecasts to include market share, engine sales goals, service and training goals in accordance with the distributor sales and service agreement and territory objectives
- Develop sales targets and market share goals annually that will meet and exceed the objectives established by management
- Perform audits, assist with accounts receivable, and collection efforts as needed
- Annually review each distributor establishing meaningful goals and objectives for each organization.
- Annually audit distributor sales activities to ensure that all conceded prices that were agreed to are being passed on to the market place
- With assistance of KEA management establish KPI (Key Performance Indicators) for each distributor in order to establish the KEA Distribution Network as “best in class”
- Provide sales and technical expertise for trade shows, exhibitions and assist distributors with sales programs and promotions
- Keep KEA and your colleagues aware of changes in the market and activity amongst our competition
- Develop and maintain a team effort within the department that is customer focused
- Communicate, organize, and maintain confidential information and material
- Inform Vice President of all noteworthy activities
- Follow safety guidelines and department and corporate policies and procedures
- Maintain an organized and secure work environment
- Support co-workers in other departments as needed

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## Authority

N/A

## Job Knowledge, Skills, and Abilities

- Advanced knowledge in developing strategies to develop a distributors sales staff
- 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 understanding that distributors are not customers but rather are a channel partner
- Have a strong ability to manage distributors while paying strict adherence to our corporate goals and objectives
- 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

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## 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: \_\_\_\_\_