Kubota Engine America

JOB TITLE: Service Parts Business Development Manager
DEPARTMENT: Parts
REPORTS TO: Vice President of After Sales
FLSA STATUS: Exempt

Job Description Summary

The Service Parts Business Development Manager provides strategic leadership for the growth and profitability of the service parts business. This position is responsible for aftermarket business development, pricing strategy, eCommerce expansion, product portfolio development, distributor performance management, and gross margin optimization. Through collaboration with internal teams, distributors, and dealers, the role drives sustainable revenue growth, enhances customer engagement, and supports the company's overall after-sales business objectives

Duties and Responsibilities

- Formulate and execute a comprehensive business development strategy for service parts, targeting increased market share and revenue growth.
- Creates policies and procedures; manages sales, marketing and systems development to implement business initiatives.
- Forecasting sales plan and achieving it. Collaborates with customers to create and achieve the Part's sales plans.
- Initiate and maintain strong relationships with potential clients, scheduling meetings to explore business opportunities.
- Lead the planning and execution of new marketing initiatives, aligning them with business development goals.
- Works with cross function team to identify and establish 3rd party aftermarket parts program
- Owns Market Pilot and any other pricing alignment project. Reviews all Customer price revision/adjustment requests
- Define and implement service part programs and pricing strategies, ensuring competitiveness and profitability.
- Review and approve parts gross margin report monthly, in addition to Customer discount and new item pricing. Provides directions on what actions to take to improve gross margin at a part number level.
- Develop product architecture for kits and package offerings (e.g. oil, service parts products, service kits, etc.)
- Design and deliver multi-divisional B to C eCommerce development for service parts.
- Create Parts KPI's for Distributor KPI program and leads development and reporting of KPI with distributors.
- Leads all activities related to parts pricing strategy to ensure competitive pricing while delivering margin expectations. With approval by management and following company policies and customer agreements, establishes all pricing for service parts and negotiates with customers as required. Puts together customer quoting and presents it formally to Customers.
- Leads initiative & development for parts training to distributors and service dealers.
- Oversee and manage parts pricing and parts offerings within SmartEquip and related activities which support the rental market. Publish and maintain product catalog.
- Monitor and maintain gross margin objective as established by management
- Prepare program documentation, reports, presentations, SOP as required to support the company objectives and activities.

- Establish and manage budget for parts sales & promotional programs.
- Keep abreast of industry trends (e.g. research, customer visits and industry events) related to the service parts and engine business
- Prepare reports as directed
- Manage special projects
- Inform VP of After Sales of all noteworthy activities
- Responsible for staffing, conducting performance appraisals, addressing employee complaints and resolving employee problems.
- Establish work procedures and processes that support company and departmental standards, procedures, and strategic directives
- Establishes and communicates a training plan for staff to maintain an up-to date training force
- Create and maintain a high-quality work environment so staff is motivated to perform at their highest level
- Develop and maintain a team effort within the department that is customer focused
- Communicate, organize, and maintain confidential information and material
- Follow safety guidelines and department and corporate policies and procedures
- Maintain an organized and secure work environment

Authority

- Oversight of the Senior Pricing Analyst

Job Knowledge, Skills, and Abilities

- Proven experience in service parts for off-road equipment, especially engines, with a preference for candidates with prior field service experience in engine repair.
- Familiarity with a 2-step distribution model and in-depth knowledge of the off-road engine business.
- Strong knowledge of business and sales growth techniques.
- Exceptional financial ability and able to manage multiple currencies.
- Strong understanding of company products or services as well as business position and competition to keep business competitive
- Strong analytical skills with the ability to interpret data-rich information and derive actionable insights.
- Understanding of the international rules for the interpretation of trade terms (incoterms)
- Strong negotiation and closing skills
- 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
- Ability to maintain a high level of confidentiality
- Excellent presentation as well as oral and written communication skills
- Strong problem solving and discernment skills for various decisions such as addressing highly complex customer issues. Excellent analytical skills
- Ability to develop and recommend annual budget requirements
- Personnel management skills in planning, assigning, and directing work
- Advanced knowledge of word processing, presentation, and spreadsheet applications

- Advanced knowledge of SAP
- Ability to travel, possibly overnight, often with last minute notice; travel internationally

Education and Training

- Bachelor's degree required in business or sales administration. Master Degree preferred.
- Minimum of 10 years of experience in sales, marketing, or business development, with a strong operational background in service parts.
- Thorough understanding of the latest technology trends and marketing methods and techniques.
- Strong parts operational background required with P&L responsibility.
- Must be self-motivated and able to perform well and produce quality work without direct supervision.
- Must be able to lead, direct and be responsible for the work of others located both in the office and the field.
- Team oriented, but works well alone, flexible and willingly accepts more responsibility as the job conditions change or objectives evolve.
- Requires good statistical skills; good understanding of commonly used concepts, practices and procedures within the sales and marketing disciplines; will be expected to work in SAP S4/HANA environment in order to extract data, monitor sales and produce reports.
- Proficient in Microsoft Office; especially Excel

Physical Demands

- Sitting for long periods of time with some walking, stooping, bending, and reaching
- Dexterity to make fast, simple, repeated movements of the fingers, hands, and wrists
- Movement by holding, turning, and grasping of objects
- Frequent reaching by extending hands in any direction
- Ability to drive a car and travel by air
- Occasional lifting and/or moving up to 25 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

Work Environment

- Work is performed in an office environment. Noise level is moderate
- Limited exposure to the warehouse. Limited exposure to temperature variations when shipping doors are open
- Limited exposure to vibration, fumes, gases, and proximity to moving mechanical parts
- While traveling, will experience noise and comfort levels common to automobiles and airplanes

Tools and Equipment

- Computer and other general office equipment

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.

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.

Kubota Engine America

Employee: _____ Date: _____

Supervisor/
Manager: _____ Date: _____