

The Mahindra Group focuses on enabling people to rise through solutions that power mobility, drive rural prosperity, enhance urban lifestyles and increase business efficiency.

A USD 16.7 billion multinational group based in Mumbai, India, Mahindra employs more than 180,000 people in over 100 countries. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology, and vacation ownership. In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, defence, energy, financial services, industrial equipment, logistics, real estate, retail, steel, commercial vehicles and two wheeler industries.

Mahindra USA (MUSA) is part of the US \$ 16.7 billion Mahindra Group's Automotive and Farm Sector - the #1 selling tractor company in the world, based on volumes and the only tractor manufacturer in the world to win the industry's top two quality awards – the Deming Application Prize and the Japan Quality Medal, care of Union of Japanese Scientists and Engineers.

Houston, Texas based Mahindra USA (MUSA) is a wholly owned subsidiary of Mahindra & Mahindra Ltd. and began selling tractors in the USA in 1994. MUSA has since grown rapidly due to high customer satisfaction levels and strong customer referrals. Mahindra USA has four distribution points in North America to help meet the needs of its customers and the growing demand for its products.

Mahindra's professional-grade tractors range from 22 HP – 100HP – and include the revolutionary new Max series tractors. The Mahindra Max 22 and Max 25 are the first real tractors in the sub-compact market and feature true tractor performance and capabilities. The Mahindra Max 22 and Max 25 are joined by the industry's first mid-compact tractor, the Mahindra Max 28 XL, which has compact tractor performance and versatility in a near compact tractor size. All Mahindra Tractors are built with heavy-duty components that allow them to outperform other tractors in their class and are designed to provide consumers with the ability to push more, pull more and lift more, so they can do more, in less time.

We are currently seeking to fill the position. **Business Manager-Northwest (WA OR MT OR ID WY)**

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**JOB RESPONSIBILITIES:**

- Work closely with dealers to grow the Mahindra brand in terms of revenues, volumes, market share, and profitability - in short term and long term.
- Communicate with assigned dealers on a weekly basis and visit each dealer at least once a month.
- Plan and forecast billing and retail orders and meet monthly, quarterly, and annual sales targets.
- Evaluate assigned dealers on sales performance and market share and take appropriate corrective actions where necessary.
- Plan, participate and assist with special events such as rodeos, corporate and dealer farm shows, and sporting events in assigned territory as required.
- Plan and conduct periodic dealer regional meetings as required.
- Prospect new dealerships following new dealer guidelines to develop channel.
- Work with new dealers to set up appropriate merchandising programs, ordering processes, and dealership branding.
- Coordinate training for new dealers on computer systems, sales systems, marketing programs, product, advertising, parts, and service.
- Test and evaluate each new product, give recommendations for changes and improvements.
- Recommend new product additions.
- Perform competitive intelligence and product-price positioning analysis' to ensure a distinct competitive advantage in the assigned territory.
- Assist MUSA Product Development team as required.
- Coordinate with Service Manager to help facilitate product and sales training.
- Assist with logistics of tractors/equipment within the territory e.g for photo shoots, events, etc.

### **Business Manager- -Northwest (WA OR MT OR ID WY)**

#### **REQUIREMENTS:**

- Candidate must live in Territory
- Must be capable of working independently without direct supervision.
- Minimum 5+ years of field sales/channel management experience in the construction, industrial or agricultural equipment industry
- Bachelor's Degree or equivalent.
- In depth knowledge of product category and dealership operations.
- Knowledge of assigned territory.
- Excellent cross-functional communication skills; ability to converse with dealers, vendors, employees and all levels of management via phone and email.
- Ability to read, write, and speak the English language fluently is required.
- Excellent customer care and problem resolution skills.

- Must be computer literate, with specific knowledge of *Microsoft Office* Programs, (i.e. Excel, Word, PowerPoint, and Outlook) and Internet.
- Excellent presentation skills, ability to create and present material to small and large groups.
- Ability to work in a team environment.
- Valid Driver's license with a clean driving record
- Be able to travel 50-75% of the time
- Be able to lift 50 lbs unassisted.
- While performing the duties of this job, the employee is frequently required to sit; use hands to finger, handle, or feel; reach with hands and arms and talk or hear. The employee is occasionally required to stand; walk; climb or balance and stoop, kneel, crouch, or crawl.

If you meet our qualifications and are passionate about your work, come join our team where ***Driving Positive Change, Accepting No Limits and Alternative Thinking*** are a part of our everyday culture.

**MAHINDRA USA IS AN EQUAL OPPORTUNITY EMPLOYER**