

POSITION PROFILE

TITLE: Business Manager

LOCATION: Varies based on where in the US or Canada

DIRECT REPORTS: 0 people

FLSA STATUS: Exempt

GRADE BAND: L-6 Managerial

REPORTS TO: Regional Sales Manager

FUNCTION:

- 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.

REQUIREMENTS: Experience in the following elements required:

- 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
- Bachelors 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 drive and 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.

Mahindra USA is an Equal Opportunity Employer