



# WAGNER EQUIPMENT CO.

## Job Description

**JOB TITLE:** Demonstration Operator  
**DEPARTMENT:** Earthmoving Sales  
**REPORTS TO:** Regional Sales Manager

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**Job Code:** 089

**Full Time**     **Supervisory**     **Exempt**   
**Part Time**     **Non-Supervisory**     **Non-exempt**

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### POSITION SUMMARY

The Demonstration Operator develops and implements formal customer/operator training and demonstration plans in which all features and benefits of a machine are demonstrated to customers and new owners are instructed in the operation of the purchased machine(s). This position serves as the new product information (NPI) coordinator for the Sales Department.

**Direct Reports:** None

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### ESSENTIAL FUNCTIONS AND BASIC DUTIES

#### Administrative:

- Prepares a demonstration schedule for new products, generally 30 days in advance
- Reports on results of job studies in the quarterly sales meeting
- Follows up on new deliveries

#### Organizational:

- Updates and trains field sales force on features and benefits of Caterpillar NPI
- Interacts with manufacturers on NPI and field Follow Units

**Interpersonal:** NA

#### Sales:

- While demonstrating, discusses not only the operating features of each machine, but also points out all features that might be considered sales features
- Organizes, scripts and hosts equipment shows as they may occur
- Assists in public relations activities

#### Technical:

- Conducts training sessions for owners and operators, instructing them on the proper operation of the equipment they purchased
- Prepares and takes charge of demonstrations from start to finish
- Serves as the Total Cost Bid Specialist, developing and maintaining accurate owning and operating cost schedules on Caterpillar and competitive models
- Coordinates the use of CAT scale truck
- Becomes a specialist in Caterpillar Value Estimating Tools, including Fleet Production Cost, Vehicle Simulations, Earthmoving Fundamentals and Agricultural Tractor Production
- Covers all maintenance points with customers
- Makes sure the unit to be demonstrated is ready (check tire pressure, fuel levels, etc.)
- Performs job studies and performance evaluations whenever practical

**Supervisory:** NA

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## **ESSENTIAL JOB REQUIREMENTS**

**Minimum Education Required:** High School Diploma or GED

**Minimum Experience Required:** Three or more years experience in the heavy equipment industry where operator skills were developed

**Experience Defined:** Basic (1-3 yrs)      Intermediate (3 – 5 yrs)      Advanced (5+ yrs)

Administrative / Clerical Experience – Basic

Customer Service Experience - Basic

Sales Experience - Basic

Technical or Mechanical - Basic

**Certificates, Licenses and Registrations Required:** None

### **Required Skills and Competencies**

Data Entry

Telephone Skills

Safety Knowledge

Reading / Writing Skills

Reasoning Skills

Organizational Skills

Communication Skills

Math Skills

Product Knowledge

#### **Other**

Machine applications, performance and production

Familiarity with paving products and quarry systems

Ability to operate heavy equipment proficiently

### **Preferred Skills and Competencies**

Mechanical skills preferred

### **Computer Skills**

Microsoft Word – Basic

Microsoft Excel - Basic

Microsoft PowerPoint - Intermediate

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## **ADDITIONAL INFORMATION**

### **Working Conditions**

Noise

Environment

Quiet

Indoors

Moderate

Outdoors

Loud

Both

**Physical Requirements** (Checked requirements indicate more than 1/3 of the time spent on the job)

Standing	<input checked="" type="checkbox"/>	Sitting	<input checked="" type="checkbox"/>
Walking	<input checked="" type="checkbox"/>	Use of Hands	<input checked="" type="checkbox"/>
Talking	<input checked="" type="checkbox"/>	Hearing	<input checked="" type="checkbox"/>

Weight / Lifting      None     1-25 lbs       26-50 lbs     More than 50 lbs

**Travel Requirements:**

None       1-25%       25-50%       50-75%       75-100%

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**Limitations and Disclaimer**

This job description is intended to describe the general nature and level of work being performed; it is not intended to be construed as an exhaustive list of all responsibilities, duties and skills required for the position. Wagner Equipment Co. will reasonably accommodate individuals with disabilities.

This job description in no way states or implies that these are the only duties to be performed by the employee occupying this position. Requirements are representative of minimum levels of knowledge, skills and/or abilities. To perform this job successfully, the employee must possess the abilities or aptitudes to perform each duty proficiently.