



WAGNER EQUIPMENT CO.

Job Description

JOB TITLE: Ag Business Unit Manager
DEPARTMENT: Earthmoving Sales
REPORTS TO: Vice President of Sales and Rental

Job Code: 10

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

POSITION SUMMARY

The Ag Business Unit Manager manages, develops, and supports personnel and assets including Agco and Cat products required to maximize market share to the agricultural market segment. This position would embrace the Seed, Grow, Harvest business model and improve PINS from 4% to 8%.

Direct Reports: None

ESSENTIAL FUNCTIONS AND BASIC DUTIES

Administrative:

- Oversees Ag sales and rentals and works with Product Support to ensure customer needs and business goals are achieved
- As assigned, evaluates and analyzes business opportunities for the company and delivers reports on recommendations and expected outcomes
- Creates and promotes Ag marketing plans
- Helps implement strategic plans and develop the marketing plans for the Agriculture Segment
- Takes responsibility for market plans and programs utilizing Challenger - Agco assistance as available or created (focus plans, etc.)
- Develops area business plans and forecasts to be incorporated in the corporate annual budget
- Assists Vice President Sales and Rental as required in special assignments, programs, etc.

Organizational:

- Develops coverage and product support improvement initiatives at each facility
- Promotes and facilitates the Ag business both external and internal
- Communicates Wagner's Ag vision to company employees

Interpersonal:

- Assists sales reps and product support reps as required to get business
- Develops and grows business relationships with key customers.
- Develops and grows business relationships with Challenger - Agco personnel

Sales:

- Helps develop and implement sales meetings, sales training, demonstrations, etc

Technical: NA

Supervisory: NA

ESSENTIAL JOB REQUIREMENTS

Minimum Education Required: Bachelors degree in business administration or engineering or an equivalent combination of education and experience.

Minimum Experience Required: Five years selling experience in the agricultural industry.

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

Customer Service Experience - Intermediate
Sales Experience - Intermediate
Technical or Mechanical - Intermediate
(Machine Service/Maint)

Certificates, Licenses and Registrations Required: None

Required Skills and Competencies

| | |
|-----------------------|--------------------------|
| Organizational Skills | Telephone Skills |
| Communication Skills | Safety Knowledge |
| Math Skills | Reading / Writing Skills |
| Product Knowledge | Reasoning Skills |

Other

Strong team building skills
Demonstrated leadership skills
Demonstrated personal relationship skills

Computer Skills

Microsoft Word - Intermediate
Microsoft Excel – Intermediate
Microsoft PowerPoint - Intermediate
Microsoft Access - Basic
DBS - Intermediate
CRM/Sales Link - Intermediate

ADDITIONAL INFORMATION

Working Conditions

| | | | |
|-------------|----------------------------------|--|--|
| Noise | Quiet <input type="checkbox"/> | Moderate <input checked="" type="checkbox"/> | Loud <input type="checkbox"/> |
| Environment | Indoors <input type="checkbox"/> | Outdoors <input type="checkbox"/> | Both <input checked="" type="checkbox"/> |

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

| | | | |
|----------|-------------------------------------|--------------|-------------------------------------|
| Standing | <input type="checkbox"/> | Sitting | <input 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

Job Specific Task ID: 8

Travel Requirements:

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

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.