Remarketing Manager

Description of Responsibilities

JOB PURPOSE
The position of Remarketing Manager is responsible for providing remarketing best practices to management and Territory Managers through used equipment market research and analysis. The Remarketing Manager will facilitate the liquidation of light duty trucks from PTR’s fleet through multiple disposal avenues including auction, wholesale and retail. Providing market data to determine optimal time, location and sale price for fleet trucks, trailers and UTV’s.

ESSENTIAL DUTIES & RESPONSIBILITIES (other duties may be assigned)
• To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.
• Work closely with management and finance to structure and implement an overall fleet remarketing strategy.
• Ensure PTR has an annual sales and remarketing plan in place for defleet of used equipment. Work with procurement, rental and finance departments to ensure optimal inventory levels will be maintained.
• Provide management and sales with used equipment market analysis to help them create customer lists, value used equipment, and implement a used equipment valuation method and process.
• Monitor used equipment inventory levels and resale values and ensure it meets company guidelines.
• Work with third parties to enhance dealer’s go to market capabilities through websites and wholesale channels (Manheim, Ritchie Brothers, ADESA, Dealer Buy-back, Wholesale).
• Reach his/her business targets through effective relationship management of designated auctions and physical visits to auction locations.
• Research new sale methods and outlets for effective defleet.
• Collaborate with multiple departments within marketing, sales, service and finance to ensure the remarketing strategy is well executed.
• Responsible for maintaining deep knowledge and understanding of each product line PTR offers.

SKILLS & QUALIFICATIONS
• Bachelor’s degree in Business or Economics.
• Minimum of 3 years experience remarketing trucks with a multi-location dealer, OEM, or auction service.
• Minimum 3 years experience assessing and valuing trucks and/or equipment.
• Minimum 1 year project management experience.
• Ability to convert prospects into closed sales.
• Strong sales reporting and analysis skills.
• Strong team player with the ability to effectively interact with personnel from all aspects of the business unit (sales, marketing and corporate management, etc).
• Proactive and decisive contributor for the business with excellent communication skills.
• Ability to take initiative and anticipate obstacles, developments, and problems by looking ahead in order to effectively execute responsibilities.
• Ability to communicate in a clear, logical, manner in formal and informal situations.
• Ensure compliance with applicable laws, regulations, and industry standards.
• Energetic and honest individual with high ethical standards.
• Strong PC skills utilizing Microsoft Office software.
• Excellent organization and follow through skills.
• Excellent interpersonal, written, and verbal communication skills.
• Excellent presentation skills.
• Ability to build and maintain good rapport with internal and external customers and handle situations with confidence, tact and resourcefulness.
• Flexible and adaptable with the ability to work under pressure to meet deadlines in a fast-paced environment.
• Strong team player.

LANGUAGE & REASONING SKILLS
• Ability to read and comprehend simple instructions, short correspondence, and memos.
• Ability to write simple correspondence.
• Ability to effectively present information in one-on-one and small group situations to customers, clients, and other employees of the organization.
• Ability to apply common sense understanding to carry out detailed but uninvolved written or oral instructions.
• Ability to deal with problems involving a few concrete variables in standardized situations.

ENVIRONMENT & PHYSICAL DEMANDS
• Travel to customer locations and company headquarters is required, with 25-30% travel expected and required.
• Travel to and attendance of industry relevant trade shows as necessary.
• Dexterity required to utilize cell phone, laptop computer, and conduct equipment demonstrations.
• The physical demands described here are representative of those an individual must meet to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
• Office environment. Utilizing a home office desk – sitting, reading, listening, or speaking with the ability to move intermittently throughout the day.
• Strong sensory skills, such as good eyesight, good hearing, and dexterity.
• Ability to operate office equipment, including computers, copiers, fax machines, and phones.
• Ability to occasionally lift and/or move up to 10 pounds.
• Ability to operate Company vehicle for local errands, deliveries and pickups.
• EOE/AA: M/F/Disability/Vets