

Caterpillar Careers – Territory Management

Megan Couch

Megan Couch – Sales Rep

Background

- Milan FFA (MO)
- University of Missouri
 - Agribusiness Management

Caterpillar

- 10 Years
- How I Got Started at Caterpillar:
 - Ag Future of America (AFA) > Mizzou Career Fair
- BCP Sales: IN/MI/KY/WV
- Previous Roles:
 - BCP Combo (Arkansas/Mississippi)
 - Marketing (North Carolina)
- Travel, Build Relationships, Operate Machines and Help Customers.



Field Rep Development Program

- Training Class (MTC) (3 months)
- 1-3 years of customized development rotations
- Product Group, Product Support, Merchandising, Operations, etc.
- Two field assignments (3-5 years each) before moving into senior staff and leadership roles

PROGRAM DETAILS



Degree Level

Bachelors, Masters



GPA

≥ 2.8 (No Rounding)



Duration

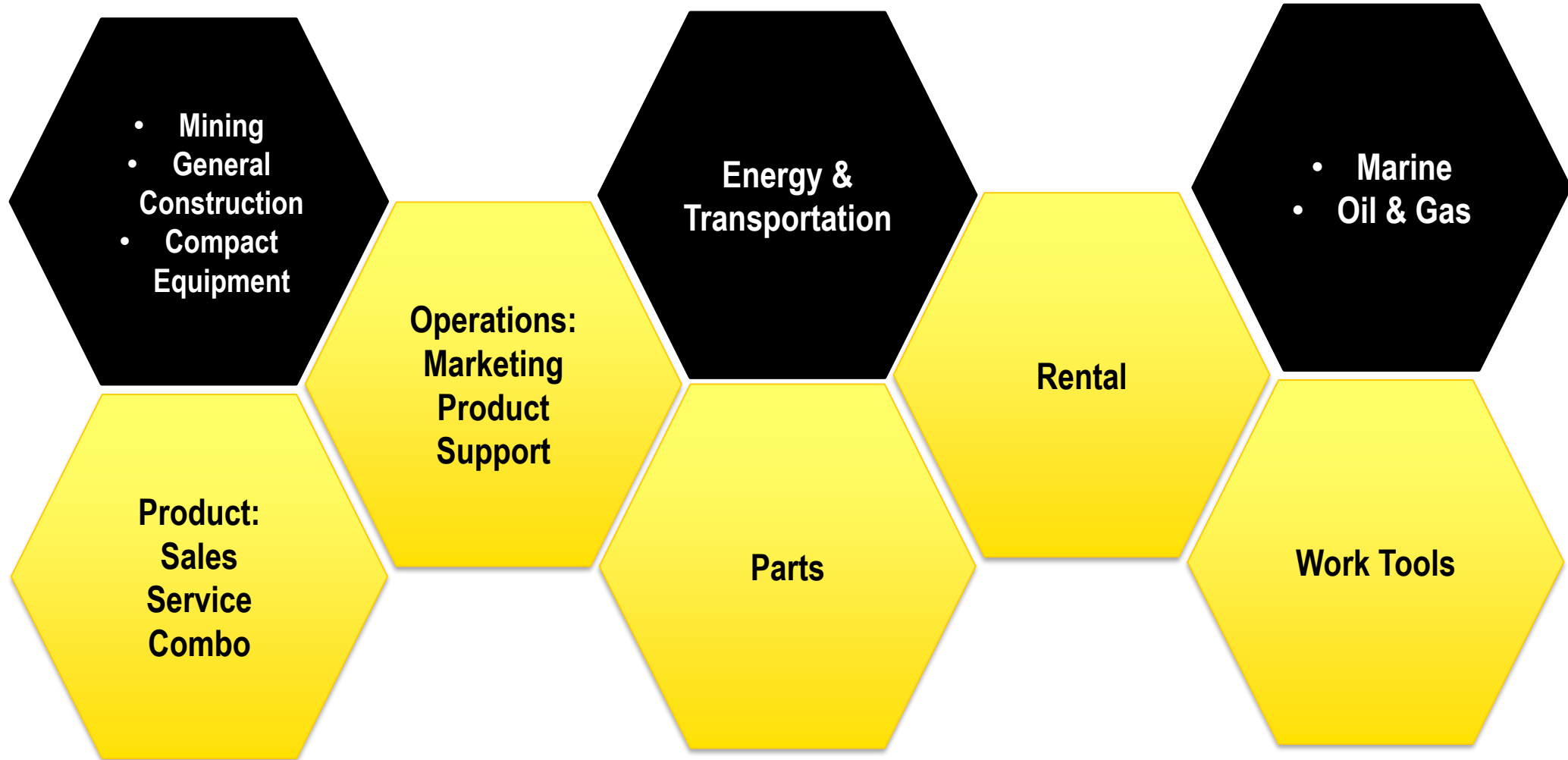
1-3 Years



Start Date

January, September (flexible)

Field Rep Roles



Job Role

- Liaison between Dealers & Manufacturer
- Help create Marketing & Sales strategy for set product line
- Manage funds to grow population
- Provide Product Expertise to Dealer Salesman
- Product Problem Management (Quality)
- Customer Engagement

Skillsets of Field Reps

Technical Skills:

Heavy Equipment Expertise: In-depth knowledge of construction equipment technology and applications, including Caterpillar's product lines.

Machine Operations: Ability to operate machines at a basic level.

Analytics: Ability to analyze data and trends and provide recommendations and process improvements.

Inventory Management: Ability to aid dealers with forecasting and demand planning for machines, parts, work tools.

Soft Skills:

Problem-Solving: Strong ability to identify and resolve issues efficiently. Conflict Resolution and Handling Difficult Conversations.

Communication: Ability to communicate effectively with customers, colleagues, and dealers. Influence and Persuasion. Presentations, Public Speaking, Trainings.

Customer Relationship: Good customer relationship abilities.

Customer Focus: Ability to advocate for customers needs back within the enterprise.

Time Management: Ability to perform duties with a sense of urgency and meet deadlines.

Safety Awareness: Ability to work safely and follow safety procedures.

Adaptability: Ability to work in a dynamic, fast-paced environment.

Self Starter: Takes initiative, finds opportunities without being asked.

Thank you!