

Job Description

Position: Regional Sales Manager (Eastern USA & Eastern Canada)
Location: Eastern USA
Compensation: Competitive compensation based on candidate's skill and experience, plus benefits including medical coverage, 401K plan and paid vacation earned.
Reports To: Director of Sales, HVAC Division

Job Summary: The Regional Sales Manager is responsible for implementing NAVAC Inc.'s brand and sales strategies while managing independent rep agencies, distributors, and contractors to establish and support tool distribution channels. This role involves executing regional sales efforts, tracking market data, advising wholesaler partners, and ensuring customer satisfaction through effective problem resolution. Additionally, the manager oversees budgets, promotions, and travel-based industry engagements to maximize sales performance and market intelligence

Primary Responsibilities, Duties and Functions (Including but not limited to the following):

- Implementing the company's brand and sales & marketing strategies in the region.
- Developing relationships with Sales Reps, Distributors, and Contractors and establishing tool distribution channels.
- Ensuring proper training and tool use in those channels, and providing support on behalf of NAVAC Inc
- Hiring, training, and managing independent manufacturers' rep agencies. These agencies will be your "boots on the ground," and they will execute your sales plan and strategies in the assigned region.
- Executing local & regional sales efforts, promotions, and campaigns.
- Directing and coordinating all regional sales activities. Tracking and analyzing sales data in your region and reporting based on said data.
- Collect and report market intelligence on competitors and competing product offerings.
- Preparing budgets, projections, and approving marketing expenditures in your region.
- Handling and resolving customer (mainly distributor) complaints or issues that exceed the authority or bandwidth of your reps.
- Advising those same wholesaler partners on NAVAC policies and standard operating procedures, setting discount rates, rebate programs, or price schedules for wholesaler partners and creating and implementing sell-through strategies for your wholesaler partners.
- As a part of the NAVAC Sales and Marketing Team, work on other tasks as needed.

Qualification Requirements:

1. 3-5 years of experience with leading Refrigeration Tools brands or HVAC manufacturers. 3 years of direct experience working with HVAC sales reps and wholesale distributors.
2. Proven ability to sign new accounts and develop existing accounts.
3. Excellent communicator. Team player. Resourceful and results-oriented.
4. Ability to establish and build relationships with process partners and trade partners.
5. Understands the key elements of supply chain and operations necessary to support sales efforts and customer needs.
6. Easily utilizes external and internal reports and information to make sound business decisions.
7. An undergraduate degree in business is preferred.
8. Travel Requirements – These requirements will fluctuate throughout the year based on the HVAC/R industry's seasonal cycles. Heavier travel is typically required during the “shoulder months” due to climate and weather conditions (spring and autumn). In-person travel tends to settle out in the summer and winter. For an average range, assume a 30-50% travel schedule based on those various factors. This role requires international travel, and the sales manager is responsible for adhering to and overcoming all applicable international travel restrictions.