



COUNTER SALES REPRESENTATIVE

KEEPING OUR PROMISES

Counter Sales Representatives (CSRs) fulfill the most important role in our company – they are and always will be the face of Gustave A. Larson! Every day, our dynamic team of CSRs offer customers legendary sales and service support. These incredible team members (our promise keepers) work closely with outside sales teams (our promise makers) and strive for Extraordinary Service and customer satisfaction through on-time, in-full, and error-free orders. Every day is different for CSRs because every customer has unique needs. Our CSRs are known for going above-and-beyond and delivering our 3 uniques: Making it Easy, Setting a New Standard, and For Us, It's Personal – always. Join our fantastic team of superheroes and make a difference every day – knowing that somehow, someway, you made people's lives better.

SUCCESS FACTORS

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RELATIONSHIP BUILDING

If you thrive on helping others and building relationships, then you will love being a CSR at Gustave A. Larson! Here you will build close ties with your teammates and form lasting friendships with customers as you strive to exceed their expectations. It's all about people – caring, serving, and helping coworkers and customers to be their very best. Kindness, empathy, teamwork, and follow-through will be essential to your success in this dynamic role.

PRODUCT KNOWLEDGE

Success and service capacity will be accelerated as you learn about our products and gain confidence knowing we carry only the best, premium brands in the industry. You'll have access to in-house subject matter experts, suppliers, and our LarsonYou Learning Management System (LMS) to learn everything you'll need to know to answer questions and confidently sell our products. Bring curiosity and a desire to continue learning to this role.

EXTRAORDINARY SERVICE

Relationships with customers will be supported by learning the business of distribution, the HVACR industry, and the unique needs of our customers. It's essential to remain current and knowledgeable about our products and services. You'll answer questions, advise customers, recommend solutions, determine pricing, prepare quotes, pull product, fulfill orders, collect payment, and transact business in Epicor P21. A commitment to service will be your brand!



COME FOR THE JOB. STAY FOR THE CAREER.

EXPERIENCE PREFERRED

- High School Diploma or equivalent
- HVACR Industry Experience (2+ years preferred)
- Second career HVACR technicians are welcome!
- Prior Counter Sales or Customer Service role
- Experience in fast-paced, customer-facing role

EDUCATION PROVIDED

New team members (even those with limited experience) will access our LarsonYou LMS to enroll in dozens of People, Product, and Process courses. You'll work closely with your Store Manager to build a personal MyPath curriculum customized to your needs. Team members may also be eligible for tuition reimbursement for approved courses at approved institutions.

CAREER MOBILITY

We want you to change jobs... as long as it's with us! Enroll in our MyPath Counter Sales Career Program where you'll take courses, earn badges, and progress through 4 education levels over 2 years – achieving the title *Certified Professional Counter Sales Representative*!

Our CSRs have access to limitless career growth opportunities including store leadership, inside and outside sales positions, and more!

FAQ | GLAD YOU ASKED

WHAT COMPUTER SKILLS ARE NEEDED?

As an industry leader in HVACR distribution, you'll learn to use cutting-edge technology, including Epicor P21, HubSpot, Prokeep, Microsoft 365, advanced wireless handheld devices, and various other websites and applications. Our LarsonYou LMS will provide all the training you'll need to learn our software systems.

WHAT ARE THE PHYSICAL REQUIREMENTS?

You will always be on the move including walking, standing, reaching, leaning, bending, climbing, and occasionally lifting up to 50 pounds. You will use forklifts to pull product from the warehouse, stock shelves, and unload delivery trucks – including the Larson fleet.

HOW ARE YOU COMPENSATED?

You will be a non-exempt (hourly) team member eligible for overtime. You may be eligible for annual merit increases in addition to pay bumps associated with the completion of education levels as part of your MyPath Counter Sales Career Program – including the completion of 300 hours of prescribed learning in our LarsonYou LMS.

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CUSTOMER ENGAGEMENT

Time is money for our dealers and their customers are depending on us to come through for them. For this reason, you will strive to greet our customers promptly, offer quick solutions, answer their questions and get them on their way! You'll have the following **GOALS** for delivering Extraordinary Service to customers and coworkers with every interaction:

- **G**reet Customers – make eye contact, be pleasant and engaging
- **O**ffer Solutions – recommend products, add-ons, and programs
- **A**sk the Right Questions – actively listen and give full attention
- **L**ease an Impression – make a personal connection
- **S**incerely Thank Customers – show appreciation for their business

SALES & SERVICE CONSULTATIONS

You'll contribute to store sales, profitability, and store success by offering Extraordinary Service that makes us easy to do business with. You'll conduct counter sales transactions, handle credit and cash purchases, obtain relevant signatures for billing purposes, and process returned goods and warranty claims.

STORE & WAREHOUSE OPERATIONS

You'll contribute to keeping your store clean and orderly by maintaining, organizing, and stocking shelves. You'll help maintain inventory and assist with the organization of equipment and product marketing displays. You'll ensure the entire store area is kept clean & organized. You will take pride in your store!

PRIMARY DUTIES



MYPATH CAREER CENTER

CERTIFIED PROFESSIONAL COUNTER SALES REPRESENTATIVE

Our MyPath CSR Career Center is your gateway to personal and professional growth and becoming a *Certified Professional Counter Sales Representative*. You'll combine coursework in LarsonYou Learning Management System with real-world experience as you progress through 4 education levels over 2 years – earning you respect from your customers and coworkers along with compensation growth!

DESCRIPTIONS	LEVEL I	LEVEL II	LEVEL III	LEVEL IV
Job Designation	CSR	CSR	CSR	Certified Professional CSR
Experience Required	6 months	12 months	18 months	24 months
HVAC Expertise	Basic	Basic to Intermediate	Intermediate to Advanced	Advanced
Refrigeration Expertise	Basic	Basic	Basic to Intermediate	Intermediate
P21 HubSpot Process Expertise	Basic	Basic to Intermediate	Intermediate to Advanced	Advanced
Warehouse Operations	Basic	Basic to Intermediate	Intermediate to Advanced	Advanced
Certification Requirements	Course completion Pass quizzes Area Learning Coach <u>or</u> Manager sign-off	Course completion Pass quizzes Area Learning Coach <u>or</u> Manager sign-off	Course completion Pass quizzes Area Learning Coach <u>or</u> Manager sign-off	Course completion Pass quizzes Area Learning Coach <u>and</u> Manager sign-off Final exam

COME FOR THE JOB.
STAY FOR THE CAREER.

WHAT IS THE MYPATH CSR PROGRAM?

- Career path for CSRs and sales operations
- For all new and current team members
- Designed for those with no industry experience
- Advance through 4 education levels
- Self-paced and achievable over 2 years
- Includes certification & compensation growth

WHAT ARE THE GOALS OF THIS PROGRAM?

- The best training program in the industry
- Attract, train, and retain best talent
- Improve onboarding experience
- Reduce ramp-up time and turnover
- Build expertise & knowledge base
- Create career & succession pathways
- Elevate counter sales experience
- Build customer loyalty & grow profitable sales

WHAT'S IN IT FOR YOU?

We'll help you become the best of the best. Your manager will be fully committed to your personal and professional growth as they help you to achieve your career aspirations. Come join our team of CSR superheroes. Your future success is calling you to Gustave A. Larson!

WHY LARSON?

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STYLAN I.
COUNTER SALES REPRESENTATIVE | ST. GEORGE, UT
EXTRAORDINARY SERVICE SINCE 2022

“What I like best about being a CSR is building relationships with my customers and being seen as their go-to person – making daily challenges become daily successes. That’s when it becomes fun! This job is rewarding because you can see how our work affects the community that we live in – we get parts and equipment to restaurants, grocery stores, and the buildings that we rely on every day. Our customers really appreciate us when we go the extra mile for them. I like knowing that I’m helping a customer who’s become a friend to grow their business and serve my community. This job is perfect for anyone who wants to be part of a well known and respected company like Larson – and wants to join a friendly team that helps them succeed while working with a supportive management team that allows for a healthy work-life balance. All this makes Larson a really unique place to work.”



STEVE S.
COUNTER SALES REPRESENTATIVE | GREEN BAY, WI
EXTRAORDINARY SERVICE SINCE 1997

“The day to day for a CSR is always changing, but the priority remains to take care of all our customers the first time, every time. Our customers purchase from us because they like and trust us. If you’re able to express positivity and build great relationships with our customers and our Larson team members, they’ll take care of you. Taking care of customers sometimes requires contacting our Support Center for assistance – but they are always helpful and have my back. It is very beneficial to learn and understand the sales process and how relationships with our customers and the various departments at Gustave A. Larson all work together and become essential to what we do.”



*Your pathway to learning, growth,
and career success begins here...*

READY TO IGNITE YOUR CAREER AND JOIN THE LARSON TEAM?

Click on the links below
to view our current openings

Gustave A. Larson
[MyPath Career Center](#)



Your future is calling you to Larson...
we look forward to meeting you!

