



## TERRITORY MANAGER

### BUILDING RELATIONSHIPS

Our elite team of Promise Makers knows that success in sales is all about building strong relationships. From cold-calling and acquiring new dealers to nurturing growth from legacy accounts, our Territory Managers are focused on creating and sustaining true partnerships as our customers' trusted advisors. Moving sales conversations beyond product and price, you'll be part of a team of highly skilled and motivated hunters who elevate their personal brand by providing tools, training, and resources to bring Extraordinary Service and find Innovative Solutions to help their customers grow and succeed. This includes building solid relationships with our Store Operations Team and being ready to step in and support customers at the Store. For our Territory Managers, it's always personal, knowing they belong to and are surrounded by the entire Sales Operations team who makes the magic happen – together.

*"We don't sell anything, our customers do. As a result, our focus is on helping them maximize their success."*  
Andrew Larson, Chairman



# SUCCESS FACTORS

## TERRITORY MANAGER BUILDING RELATIONSHIPS

### RELATIONSHIP BUILDING

Successful Territory Managers pull customers and coworkers into their orbit through generous listening, empathy, helpfulness, and a splash of charisma that energizes the room. You'll instinctively know how to connect with both the technician wearing a name tag and the owner of a multi-million-dollar dealership. You love people, and people will love being around you. You're willing to serve others and contribute to the team's success. You'll enjoy building meaningful, vibrant friendships with multi-generational customers.

### INITIATIVE

Your success will be fueled by passion, desire, and enthusiasm, energizing you to take the actions needed daily to achieve your objectives. There's no micro-managing here; it's being 100% accountable for your actions, job duties, and goals – and being willing to learn and grow. It includes influencing customers, suppliers, and coworkers toward mutually beneficial outcomes. You'll love what you do and can't imagine doing anything else. Even your Mondays will feel a little more like Fridays.

### COMPETITIVE

Your superpower in this role is your desire to win! You thrive on overcoming obstacles, challenges, and objections, knowing that every “no” or “not yet” puts you one step closer to the next “yes” from your customers. You instinctively follow up on your opportunities and obligations; nothing falls through the cracks. Along the way, you rally support from your team of suppliers and coworkers to make and keep our promises. You're driven to win the order and gain new buying commitments – it's your passion!



## COME FOR THE JOB. STAY FOR THE CAREER.

### EXPERIENCE PREFERRED

- Proven record of territory sales growth
- Success in a team selling environment
- Post-secondary education
- Previous HVAC experience
- Wholesale distribution experience

### EDUCATION PROVIDED

Our comprehensive MyPath Territory Manager onboarding program will be customized around your knowledge and experience to give you the People, Product, and Process education needed to succeed in your role. It includes experiential learning assignments and courses in LarsonYou – our state-of-the-art Learning Management System.

### CAREER MOBILITY

We want you to change jobs... as long as it's with us! Our Territory Managers have numerous opportunities for career growth. Discuss your career goals and ambitions with your manager; they'll help you continue learning, growing, and preparing for future roles at Larson – including Area Sales Leaders, Store Managers, and Area Operations Managers.

# FAQ | GLAD YOU ASKED

## HOW DOES COMPENSATION WORK?

New Territory Managers can expect competitive wages, generous benefits, and opportunities to earn monthly commissions through an uncapped sales incentive plan.

## WHAT ABOUT MY TERRITORY?

You'll be assigned an exclusive territory with plenty of room to acquire new accounts and grow sales. Expect a great deal of autonomy to canvass and manage your territory like your own business. Travel within the territory will be necessary.

## HOW ARE EXPENSES HANDLED?

Reasonable business development expenses for travel and entertainment are reimbursed monthly, including auto and cell phone reimbursements.

## WHAT TECHNOLOGY WILL BE AVAILABLE?

Our Territory Managers utilize a company-provided laptop with all the Microsoft Office 365 tools. You'll be trained and equipped to use our business systems to manage your customers, sales, schedule, and other activities.

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### NEW ACCOUNT SALES CALLS

New dealer acquisition is never easy – but at Larson, you have the best brands, services, and marketing programs needed to gain new business. Your customers already know the Larson name. Winning them over happens as you distinguish yourself as not just another sales rep – but a trusted advisor here to help them grow and prosper. You'll build trust quickly and watch frequent cold calls melt away into new buying relationships – all because of you. Hunters are welcome and rewarded here!

### DEALER DEVELOPMENT

Growing your share of wallet with active accounts will be essential to your territory's growth strategy. Our Sales Pipeline will provide opportunities for intentional sales calls with your customers to discuss our tools, value-added services, and resources to help them manage, expand, and grow their businesses. You'll coordinate and mobilize the entire Larson Team to facilitate greater engagement, loyalty, and sales from these house accounts.

### STORE SUPPORT

Your customers expect a positive experience every time they visit our Stores. As our lead Promise Maker, you'll build trust and strong relationships with your Store's Promise Keepers to ensure this happens. You'll support your inside team by sharing your business development strategy, updating them on customer activities, outlining new account expectations, coordinating learning and growth opportunities with suppliers, and being present in the Store often, even stepping in to take customer orders at the counter. You'll do your part to create a wildly successful team that WINS TOGETHER!

## PRIMARY DUTIES



# WHY LARSON?

## TERRITORY MANAGER BUILDING RELATIONSHIPS



**ERIC Y.**  
**TERRITORY MANAGER | FORT COLLINS, CO**  
**EXTRAORDINARY SERVICE SINCE 2023**

“What I like best about my job is the freedom to make my own decisions for my territory. I’m completely responsible for everything that happens and empowered to make sound business decisions that will benefit my customers and my store. I also appreciate the training and support provided by my leadership team and local branch. I enjoy working with everybody around me. I also love seeing my customers’ smiles when they know we’re making them more successful. They work hard, just like me, to provide a good life for themselves and their family. We partner together and make great things happen for both of us. This job is perfect for anyone looking to be rewarded for their effort, enjoys working as a team, and providing meaningful assistance to our customers.”



**JEFF C.**  
**TERRITORY MANAGER | GREEN BAY, WI**  
**EXTRAORDINARY SERVICE SINCE 2023**

“Larson is where I can continue growing personally and professionally. I never want to stop learning! What I love most is working as a team, helping each other develop our careers, and helping our customers achieve their goals. We help them to be successful in their business ventures. Every day is different, and this is what makes me want to get up in the morning. It’s also a place where your voice can be heard. You’re not just a number. This job would be perfect for someone who enjoys a challenge and wants to love what they 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!

