



Job Title: National Sales Manager - HVAC
Department: Sales

Job Description

The National Sales Manager is primarily responsible for account acquisition and the development of Independent Sales Representatives within the HVAC wholesale segment of the business. Success will come from a self-directed account strategy utilizing outside sales representatives, direct customer contact, inside sales representatives, target accounts and pricing authority. It is the responsibility of this position to devise a strategy to penetrate HVAC Buying Groups, Equipment OEMs and HVAC Cooperative Buying Associations.

Reporting Relationship

JMF National Sales Manager reports directly to the Vice President of Sales and Marketing.

Requirements

Education

Required: Preferred Bachelor of Arts Degree or equivalent

Licensing/Registration/Certification

Required: Not Required

Preferred: Not Required

Experience

Required: Proven sales and marketing experience. Five years of sales management experience in same or related field.

Preferred: Ten or more years of sales management experience

Skills, Knowledge, and Abilities

Excellent sales and closing skills required. Must possess ability to develop and execute successful sales and marketing strategies. Needs exceptional leadership skills, to retain respect of sales force due to successes and the ability to coach. Must have excellent oral and written communication skills and the ability to influence the organization to achieve company goals. Must fully understand the HVAC commodity business including buyer motivation and acceptable program models within the industry.

Physical

Must be able to sit, walk, stand, work trade shows, and related travel.

Mental

Must have strong analytical, strategic, and multi-task skills. Must be an effective communicator. Computer literate.

Working Conditions

General office – Minimum 50% travel.

Essential Functions

- A. Effectively lead people
- B. Develop and execute successful programs
- C. Meet sales and profit objectives
- D. Analyze the marketplace and interpret competitive marketing practices
- E. Increase customer base
- F. Obtain customer loyalty
- G. Successfully recruit, train and motivate independent outside sales representatives

Authorities and Responsibilities

- A. Meet Sales and Profit Goals
- B. Generate New Customers
- C. Keep the CEO, VP and organization informed on sales activities, strategies and progress toward objectives
- D. Operate with a sense of urgency
- E. Make deals and execute pricing strategies consistent with company goals
- F. Identify and recruit sales representatives
- G. Assist in training sales representatives
- H. Contribute to the overall management philosophy of the Company

Measures of Performance

- A. Sales Growth
- B. Profit Growth
- C. Influence within JMF organization
- D. Communication and execution skills
- E. Performance of outside sales representatives within area of responsibility
- F. Willingness and ability to execute JMF Corporate sales strategies