



## Territory Manager Job Description

All American Standard Independent Wholesale Distributor Territory Managers are expected to perform the following duties, responsibilities, and objectives.

### General Philosophy

With the guidance of the Residential Sales Manager, the Holt Supply Company Territory Manager assumes full responsibility for HVAC Contractor sales including, but not limited to American Standard equipment and support products. Holt Supply Company Territory Manager's roles with their accounts will vary depending on the needs of their customers. When necessary, they will attend training classes to acquire the skills necessary to meet their customers' needs and expectations. The ultimate goal with each account assigned to the TM will be to establish a consultative relationship targeted towards mutual growth and profitability. The foundation of that relationship should be based on Integrity, Trust and, Credibility. Territory Managers must have a genuine concern about their customers well being and success.

### Duties and Responsibilities

The Holt Supply Company Territory Manager must be skilled in a multitude of functions which, are detailed below. The magnitude of importance of each function will change depending on the specific needs of individual accounts or depending on Company needs within individual markets. As such, the Territory Manager is required to maintain the highest level of competence in each area of responsibility.

#### Territory Manager General Duties

- o Maintains direct personal contact with all assigned accounts and responds in a timely manner (24 hours or less) to all requests for information or project quotations.
- o Serves as a host to all dealer meetings, conferences, conventions, incentive trips, and all other similar functions.
- o Participates as requested in home product shows, utility sponsored events, industry associations, etc.
- o Conduct themselves in a professional and courteous manner in all aspects of interaction with contractors and consumers.
- o When called upon, Territory Managers will assist in resolving customer relation's problems with both dealers and end users.

#### Sales and Marketing

- o Effectively presents the Holt Supply Company's products and services and is able to overcome barriers to close the sale.
- o Demonstrates the ability to provide solutions to customers needs in a win-win fashion.
- o Is able to adequately respond to a variety of requests from customers such as sales and marketing assistance, pricing recommendations, etc.
- o Accompanies assigned accounts on sales calls to end-users when requested.
- o Acts as a resource of ideas to dealers on how to promote and sell assigned product lines.
- o Is aware of all-merchandising support materials and programs available from American Standard.
- o Continuously looks for new marketing ideas to bring to dealers.
- o Helps dealers establish effective sales and marketing plans to best utilize co-op dollars made available to them.
- o Participates in the development of Holt Supply Company programs and promotions targeted to both the dealer and the end user.
- o Has thorough knowledge of dealer floor plan programs, retail credit programs, extended warranties, etc.
- o Assists Holt Supply Company in gathering all information required to process applications within the required timeframe.

## Computer Skills

- Demonstrates the ability to effectively use a computer and all software provided by Holt Supply Company and their suppliers. Examples include PowerPoint presentations, American Standard sales and engineering support programs, etc.
- Committed to checking and responding to electronic messages (e-mail) from Holt Supply Company and assigned accounts in a timely manner (24 hours or less).
- Attends computer skills training programs as required to stay current in computer hardware and software technology.
- Assists dealers to access the Internet as necessary for program participation, registration, etc.

## Product Knowledge (*Preferred, but not required.*)

- Has a complete knowledge of all assigned product lines.
- Keeps current on all new American Standard product offerings and product changes within assigned product lines.
- Assists in providing sales and product training to key dealership personnel as requested by the customer or Holt Supply Company management.
- Maintains a personal library of sales and technical materials for all assigned product lines.
- Familiarity with competitive HVAC product advantages and disadvantages.
- Provides competitive product, program, and pricing information as requested by Holt Supply Company management.

*Revised*

*December, 2009*