



HVAC SALES REPRESENTATIVE

Position Title: HVAC Sales Representative

Reports to: Sales & Service Manager

JOB DUTIES/RESPONSIBILITIES

1. Sales Generation:

- Identify and pursue new sales opportunities through leads, referrals, and networking within the assigned territory.
- Conduct in-home consultations to evaluate customer needs, recommend HVAC solutions, and provide accurate estimates.

2. Customer Relationship Management:

- Build and maintain strong relationships with customers, ensuring their satisfaction and loyalty to the company.
- Follow up on leads, inquiries, and past customers to generate repeat business and referrals.

3. Product Knowledge:

- Maintain an in-depth understanding of the company's HVAC products, services, and financing options.
- Educate customers on the benefits and features of different HVAC systems, helping them make informed decisions.

4. Proposal Preparation:

- Prepare detailed and accurate proposals, including pricing, financing options, and installation timelines.
- Present proposals to customers in a clear and persuasive manner, addressing any questions or concerns they may have.

5. Closing Sales:

- Negotiate terms and close sales, ensuring that customers are fully satisfied with the proposed solution.
- Achieve or exceed monthly and quarterly sales targets as set by the Sales Manager.

6. Customer Service:

- Provide ongoing customer support throughout the sales process, ensuring a seamless and positive experience.
- Address any post-sale issues or concerns, coordinating with the installation and service teams to resolve them promptly.



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7. **Market Research:**

- Stay informed about market trends, competitor offerings, and customer preferences in the HVAC industry.
- Use market insights to identify opportunities for new products, services, and sales strategies.

8. **Documentation and Reporting:**

- Maintain accurate records of sales activities, customer interactions, and contracts in the CRM system.
- Prepare and submit regular sales reports, including pipeline status, closed deals, and forecasts, to the Sales Manager.

9. **Team Collaboration:**

- Work closely with the installation, service, and marketing teams to ensure a smooth customer journey from initial contact through installation and follow-up.
- Participate in sales meetings, training sessions, and strategy discussions to improve sales techniques and performance.

10. **Continuous Learning:**

- Participate in ongoing training and professional development to stay current with industry trends, new products, and sales techniques.
- Seek out opportunities to enhance personal sales skills and product knowledge.