

Job Description: Regional Manager

General Information

Company:	ARS	Job Title:	Regional Manager
Job Code:		Classification:	<input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Non-exempt

Primary Function

Manage all aspects of the Region's business, including branch operations, inventory, sales, personnel, & other duties as determined by Sr. Management. Leadership should result in profitable sales, margin & net profit growth for the Region, an expansion of new business opportunities, and a total engagement with customers within the Region. This will include an emphasis on the recruitment of new accounts & support of Company's strategic initiatives for the Region. Represent ARS in a professional and customer-focused manner with customers, industry association groups, and suppliers.

Duties and Responsibilities* *Does not reflect all duties or responsibilities.*

1. **Business Planning:** Develop & implement business plans that are aligned with overall Company objectives & generate profitable growth. Work with Home office & Regional Teams to insure alignment of plans.
2. **Branch Operations:** Manage the Branch locations within Region, safety compliance, & achieve operational excellence across all key processes & metrics.
3. **Employee Supervision & HR:** Working with the HR Department, manage the HR/staff functions, recruit & on-board new employees, conduct Performance Evaluations, and supervise employee development & all disciplinary activities. Connect with local talent pool to build bullpen of potential candidates & coordinate recruiting activities needed to properly staff team. Involve Sr. Management &/or HR as needed.
4. **Sales duties & new business development:** Function as the Region's PR/Sales Ambassador with current customers & new prospects. Conduct regular customer visits that establishes meaningful relationships & builds loyalty with key contractors in all markets. Identify & generate new sales opportunities with customers to grow the business and promote Company brand within the industry.

Supervise, inspire & mentor entry-level Sales & Branch Associates; & assist with the development of all Branch employees to become more sales-oriented and remain in constant contact with customers.

5. **New customer recruitment & retention:** Establish a mentality & discipline that heightens the need for the constant recruitment & on-boarding of new customers to ARS. Included is an expectation that we must retain & grow current customers. Train & coach as-needed.

6. HVAC & Refrigeration (HVACR) sales & support: Grow all HVACR-related product sales with current & new customers. In some Regions (CA & VA), duties may include some basic product planning & purchasing tasks needed to support sustainable growth of equipment, parts & supply items. Coordinate the product planning, training & inventory planning activities necessary to support growth. Devise plans & implement initiatives that grow targeted product lines that have flattened out or begun to decline.

Demonstrates an understanding of HVACR applications & possesses a technical aptitude that establishes him or her as a Regional resource to customers & employees.

7. Analyze business data: Utilize all available information & customer sales reports to identify new business, lost sales categories &/or shrinking customers, & other profit enhancement opportunities. Establish corrective action plans & implement across Region to improve the issue before it's too late. Review the relevant data with the team & establish corrective action measures that address the top priorities. Maintain good communication with Management regarding market trends and Regional initiatives at all times.
8. Key supplier interface: Coordinate key activities & training needed to support key Product Lines & better educate the Team's capabilities to support them. Communicate important relevant information across the region & delegate duties as needed.
9. Other job duties: Performs other assigned tasks or projects as identified by management.

Job Specifications

Knowledge and Skills

1. An understanding of HVACR applications & the common equipment, system components & accessory items needed to service the HVACR contractor segment.
2. Experienced & comfortable selling to (& servicing) the contractor segment.
3. The ability to supervise, train, develop & lead a team of employees.
4. Basic understanding of computers & knowledgeable with Microsoft Office programs.
5. An innate tenacity to never give up & always find a way to solve problems &/or succeed.
6. Effective & versatile interpersonal communications skills with the ability to quickly build trust & forge meaningful relationships.
7. Strong work ethic, self-motivated & team-oriented.
8. Demonstrates a basic understanding of business information analysis, financial management (P&L) principles, gross margin calculations & displays an owner's mentality across all job responsibilities.

Degrees, Licenses, Certifications and Experience

- 10+ years of HVACR industry experience
- 5+ years of managing employees with a knowledge of HR best practices, regulations & laws.
- 5+ years of Branch &/or Sales Management experience within a HVACR wholesale environment.
- College Degree preferred but not required.

Work Environment/Equipment

- Branch Operations & employee supervision
- Sales Management & customer relationship “facilitator”
- Customer advocate & PR Sales Ambassador
- Computer/lap-top device to support inventory, sales reporting & process compliance
- Primary travel by automobile throughout the Region, but could include some occasional overnight travel across Region & to other Company or supplier locations.
- A valid driver’s license is required.

Physical Requirements

Driving an automobile legally, safely and without any restrictions is required.

Approvals

HR Director:

Date Revised: 9-30-18

Disclaimer: Nothing in this job description restricts the company’s right to change, assign or reassign duties and responsibilities at any time or for any reason.

*To perform this job successfully, an individual must be able to satisfactorily perform each job duty and responsibility. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.