

Territory Manager

Classification: Exempt

Salary Range: TBD

Location: Mid-Atlantic and Northeast

Reports to: Director of Sales and North American Sales Manager

Date: May 2025

Position Overview

The Territory Manager is responsible for driving revenue growth by actively prospecting, qualifying, and securing sales with concrete contractors, as well as establishing a regional dealership network. This role involves selling Ligchine's laser-guided boom screeds and drive-in screeds, conducting live demonstrations, and developing strong industry relationships to expand market presence.

Key Responsibilities:

Sales & Business Development:

- Drive direct sales by identifying, targeting, and converting concrete contractors into long-term customers.
- Expand the dealer network by identifying and onboarding qualified partners to distribute Ligchine products.
- Develop and implement a structured sales plan to meet and exceed revenue goals in the assigned territory.
- Conduct on-site product demonstrations showcasing performance, efficiency, and return on investment.
- Proactively build relationships with decision-makers in the construction industry to position Ligchine as the preferred equipment provider.
- Negotiate and close deals with both contractors and dealerships, ensuring alignment with company sales strategies.

Market Expansion & Dealer Network Development:

- Identify and recruit potential dealers and distributors, providing them with the necessary support and training.
- Maintain and strengthen relationships with existing dealers to maximize their sales performance.

- Collaborate with dealers to develop localized sales and marketing strategies.
- Monitor dealer inventory levels and ensure adequate product availability to meet regional demand.
- Represent Ligchine at industry events, trade shows, and networking opportunities to increase brand visibility.

Customer & Industry Engagement:

- Maintain frequent, consistent communication with customers and dealers to understand their needs and provide tailored solutions.
- Position yourself as a trusted industry expert, offering guidance on equipment selection, application, and best practices.
- Address and resolve customer concerns by working closely with internal support teams.
- Utilize Zoho CRM to track sales activities, maintain accurate records, and manage pipeline progression.

Qualifications & Experience:

- 3+ years of capital equipment sales experience with a strong focus on contractor relationships.
- Proven success in B2B sales within the construction, concrete, or heavy equipment industry.
- Experience developing and managing dealership networks (preferred).
- 3-5+ years of relevant concrete flatwork experience (strong plus).
- Previous experience operating a laser-guided boom screed (preferred but not required).

Licenses & Certifications:

- Valid driver's license and ability to tow a trailer.
- Familiarity with DOT logbook requirements (ELD).

Work Environment & Physical Demands:

- Frequent visits to construction sites, dealer locations, and customer facilities.
- Exposure to outdoor weather, heavy machinery, and active job sites.

- Ability to lift up to 50 lbs., walk and/or stand for long periods of time during equipment demonstrations.

Travel Requirement:

- 50-70% travel within the assigned territory.

Preferred Qualifications:

- Bilingual (Spanish) is a plus.