Associate, Contractor Services Group

Salary Range: $70,000 - $100,000 / year

Wales-Darby is a leading Manufacturer's Representative in the HVAC and Plumbing industry serving the greater New York / New Jersey / Philadelphia areas. Our continued growth and success over the past 50+ years have been due to our commitment to excellence - both in the manufacturers that we represent and in the talent that we hire.

Position Overview
We are seeking an individual to join our team as an Associate in our Contractor Services Group. Reporting to the VP, Contractor Services Group, this is a full-time, field-based technical role responsible for training and supporting residential HVAC contractors throughout Northern New Jersey so they can successfully sell, install, and service the equipment of the manufacturers we represent. The Associate serves as the contractor's go-to technical resource, building trust through hands-on support, and plays a key role in converting contractors from competing equipment to our lines.
Working closely with the Distributor Sales Group (DSG), wholesale distribution (WD) partners, and the marketing department, the Associate helps grow brand adoption, strengthen contractor loyalty, and drive sales in the territory.

Key Responsibilities

Contractor Training & Education

- Plan and deliver product, installation, startup, and service training for residential contractors and their technicians, both in the field and at distributor counters, training centers, and events.
- Conduct one-on-one and small-group sessions covering sizing, application, controls, venting, piping, commissioning, and troubleshooting.
- Keep contractors current on new product releases, technology changes, and regulatory and efficiency requirements affecting residential equipment.

Technical Field Support

- Support contractors on jobsites with first-time installations, startups, commissioning, and difficult service calls.
- Serve as a technical liaison between contractors and manufacturers, escalating product issues and helping resolve warranty concerns quickly and fairly.
- Gather field feedback on product performance and contractor needs and share it with leadership and manufacturer partners.

Contractor Conversions

- Identify and pursue residential contractors currently using competing equipment, and lead them through the conversion process to our manufacturers' products.
- Build conversion plans that include product demonstrations, training, ride-alongs, first-install support, and follow-up to ensure a positive early experience.
- Track the conversion pipeline and results against individual OKR targets.

Collaboration with DSG, Distributors & Marketing

- Coordinate joint sales calls with DSG team members and distributor partners in the territory.
- Plan and execute joint training events, counter days, open houses, and product launches with DSG and wholesale partners.
- Work with the marketing department on contractor-facing promotions, case studies, and programs that promote our WD partners and vendor brands.

Planning, Reporting & Accountability

- Manage a territory call plan that balances training, support, and conversion activity.
- Document contractor visits, trainings, and conversion activity in the company CRM in a timely manner.
- Meet or exceed individual OKR targets set by the VP, Contractor Services Group, and report progress regularly.

Required Qualifications

- 5+ years of hands-on technical experience in the HVAC industry, such as residential installation, service, startup, or technical support.
- Strong working knowledge of residential heating and cooling equipment, including heat pumps, furnaces, boilers, water heaters, and related controls.
- Solid troubleshooting skills across electrical, refrigeration, combustion, and controls systems.
- Ability to explain technical concepts clearly to contractors, technicians, and counter staff, along with comfort presenting to groups.
- Self-motivated and organized, with the ability to manage a territory independently.
- Valid driver's license, a clean driving record, and the ability to travel daily throughout Northern New Jersey with occasional overnight travel for training or manufacturer events.
- Proficiency with Microsoft Office, CRM tools, and mobile/digital diagnostic tools.

Preferred Qualifications

- Experience with hydronic heating systems, including boilers, combi units, and indirect water heaters.
- Prior experience in a technical training, field service, or territory support role with a manufacturer, manufacturer's representative, or wholesale distributor.
- Established relationships with residential contractors in the Northern New Jersey market.
- Bilingual (English/Spanish) a plus.

Compensation & Benefits

- $70k -$100k salary range, commensurate with experience
- Medical / Dental / Vision / Long Term Disability insurance
- Voluntary Life Insurance
- Voluntary Legal Assistance Plan
- Voluntary Accident Insurance
- Voluntary Pet Insurance
- Flexible Spending Plan
- Dependent Care Plan
- 401(k) Retirement Plan
- Paid Holidays
- Sick/Personal/Vacation Time

Wales-Darby is an equal opportunity employer. Wales-Darby is an at-will employer.