

TERRITORY SALES MANAGER

Southwest Florida

JRM, Inc. is seeking a motivated and results-driven Territory Sales Manager to lead sales initiatives within an assigned territory.



POSITION OVERVIEW

Responsible for managing and expanding business across:

- Golf courses
- Professional lawn care companies
- Sports fields
- Colleges and universities
- Municipalities

The Territory Sales Manager will build and strengthen customer relationships while leveraging industry contacts to develop new business opportunities and grow market share.



About JRM, Inc. – Innovative Turf Technology

At JRM, Inc., we manufacture high-performance steel alloy replacement parts—including tines, blades, blocks, bedknives, and reels—for turf maintenance equipment. While we proudly serve the golf course industry, our products are used across all turf management sectors worldwide.

Since 1992, JRM has built a strong reputation for high quality aftermarket parts and exceptional customer service. We are recognized for industry innovations such as:



DILLENIUM® Tipped
Coring Tines



JRM INFINITY® Tines



Bayonet™ Tines



DURANIUM-801®
Bedknives

Our focus is simple: deliver durable, high-performing products that make the jobs of golf course superintendents and turf professionals easier and more efficient. Growing and maintaining grass isn't just our business—it's our passion.

KEY RESPONSIBILITIES

- Develop comprehensive knowledge of the full JRM product portfolio, including subsidiary product lines
- Build, maintain, and expand strong customer relationships
- Plan and organize daily territory routing and customer visits
- Identify and pursue new customer opportunities to grow territory revenue
- Conduct product presentations and effectively communicate in customer-facing and public settings
- Submit orders accurately and in a timely manner
- Investigate and resolve customer concerns using technical expertise and problem-solving skills
- Analyze market trends and recommend strategies to maximize market share
- Achieve and exceed established sales goals
- Provide regular reports on goals, sales activity, and territory performance to the Sales Manager
- Promote sales initiatives, trade show participation, and product training opportunities
- Maintain professional and technical knowledge through industry networking, publications, trade shows, and sales meetings

QUALIFICATIONS

- 3+ years of related experience in the turf industry
- Strong agronomic background
- Working knowledge of turf fertility products, nutrient programs, and application practices.
- Proven ability to communicate effectively—both written and verbal
- Clean driving record and willingness to travel within the assigned territory
- Proficiency in Microsoft Office (Excel, Outlook, etc.)
- Self-motivated with the ability to work independently in a remote environment
- Flexible, decisive, and enthusiastic about managing and growing a territory
- Ability to lift up to 50 pounds

CORE SKILLS

- Strong problem-solving and technical aptitude
- Confident presentation and communication skills
- Excellent organizational skills with strong attention to detail
- Relationship-building and customer retention expertise
- Effective forecasting and strategic marketing abilities
- Ability to manage challenging or technical situations professionally

EDUCATION & EXPERIENCE

- Turf Management or Agronomy degree preferred
- 3–5 years of related experience in the turf industry

If you are driven, knowledgeable in turf management, and ready to take ownership of a sales territory with a respected industry leader, we encourage you to apply and grow your career with JRM, Inc.

Applicants may submit their resume to Jason Gray at jason.gray@jrmonline.com.

Phone

1-888-576-7007

Website

www.jrmonline.com

Address

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