

Vermont Foam Insulation Regional Sales Associate

Location: Hybrid

Job Type: Full-Time / Part-Time

Compensation: Base Salary (30-50K) + Commission + Benefits

Position Overview

We are seeking a motivated and results-driven Spray Foam Insulation Sales Associate to join our sales team. In this role, you will be responsible for generating new business, building relationships with homeowners, contractors, and builders, and educating customers on the benefits of spray foam insulation solutions. This is an ideal opportunity for someone who enjoys working independently, meeting new people, and driving revenue through consultative sales while consistently working toward defined performance targets.

Key Responsibilities

- *Identify and pursue new sales opportunities through leads, referrals, and prospecting*
- *Conduct on-site or virtual consultations to assess customer insulation needs*
- *Educate clients on spray foam insulation products, energy efficiency benefits, and cost savings*
- *Prepare and present detailed proposals and estimates*
- *Follow up with prospective customers to close sales*
- *Maintain strong relationships with existing clients and partners*
- *Collaborate with installation teams to ensure smooth project execution*
- *Track sales activities and maintain accurate records in CRM systems*
- *Meet or exceed monthly and quarterly sales targets and key performance indicators (KPIs), including conversion rates, revenue goals, and lead response times*

Qualifications

- *Previous experience in sales (construction, home improvement, or insulation preferred)*
- *Strong communication and interpersonal skills*
- *Self-motivated with a goal-oriented mindset and a track record of achieving KPIs*
- *Ability to understand technical product information and explain it clearly to customers*
- *Valid driver's license and reliable transportation*
- *Comfortable working both independently and as part of a team*

Preferred Skills

- *Knowledge of spray foam insulation or building materials*
- *Experience with in-home or B2C sales*

- *Familiarity with CRM software and estimating tools*
- *Strong negotiation and closing skills*
- *Experience working within KPI-driven or performance-based sales environments*

Work Environment

- *Combination of fieldwork (customer visits, site evaluations) and office/home-based tasks*
- *Flexible schedule*

Compensation & Benefits

- *Competitive base pay plus commission (uncapped earning potential)*
 - *Performance-based incentives tied to KPI achievement*
 - *Training and ongoing professional development*
 - *Mileage reimbursement or company vehicle (if applicable)*
 - *Health benefits, paid time off, and retirement plan options (if applicable)*
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How to Apply

Submit your resume and a brief cover letter outlining your relevant experience and interest in the role.