

UNDERSTANDING ROLES

BUILT TO A HIGHER STANDARD[®]
American Standard[®]
HEATING & AIR CONDITIONING

Understanding Roles within American Standard

Role Acronyms



<u>Role Acronym</u>	<u>Meaning</u>
ADA	Account Development Associate
AM	Account Manager
CSA	Customer Sales Associate
CSL	Customer Support Leader
DOM	Dealer Order Management
FSR	Field Service Representative
ISS	Inside Sales Specialist
RGM	Regional General Manager
ROL	Retail Operations Leader
SL	Sales Leader

Role Definition



Account Development Associate

Helps resolve parts and supply issues, processing customer orders and responding to inquiries. Helps with understanding the product offerings for our Trane Supply stores.



Account Manager

Responsible for all functions related to developing and maintaining equipment and/or parts customer relationships. This includes finding, generating and developing new customers and retaining current customers. Develop and execute an account specific business plan to identify the long term, mutual support requirements required to facilitate a strong, profitable, and successful partnership.



Customer Sales Associate

Trane Supply store advisor who assist with parts or equipment issues, delivering quality parts and solutions offerings, processing customer orders and responding to their inquiries.



Customer Support Leader

Directs a team of sales/support professionals and is point of contact for the region for customer service activities. Partners with the sales leaders and account managers as needed with developing and implementing strategic and tactical support plans for each dealer.



Dealer Order Management

Front-line contact for our customers and internal sales partners; primarily answering calls for order management related inquiries- identifying models, finding pricing and availability, matching up HVAC systems, and offering system solutions.

Role Definition



Field Service Representative

Provides technical support to our dealers and provides comprehensive technical training programs focused on improving service capability and customer satisfaction.



Inside Sales Specialist

Sales support from the time of inquiry to delivery, which requires equipment identification, quoting, order confirmation/purchase order receipt, pricing, order processing, expediting, and problem solving.



Regional General Manager

Responsible for the successful leadership, strategic direction, operating performance and management of a region sales office and retail store locations.



Retail Operations Leader

Responsible for the successful management and leadership of multiple Trane Supply stores including developing personnel, product representation, operational excellence and customer satisfaction.



Sales Leader

Responsible for leading a team of account managers (AMs) to achieve their target for HVAC parts, supplies, and equipment sales.

