

I Paul G. Wuerl

1522 North Ave. Crystal Lake, IL 60014

Home: (815)-479-9661

Mobile:(815)-236-9728

Email: pwuerl@aol.com

Accomplished Sales Management Professional with successful and progressive experience in:

- **Managing sales teams and distribution channels in the Building Supply, HVAC and Plumbing industries, generating up to \$40 million in annual revenue**
- **Building strategic relationships with business principals**
- **Increasing market share through acquiring and developing new business**
- **Promoting Green Innovations and Building Initiatives**
- **Team leadership**

Professional Experience

Rinnai America Corporation

Global manufacturer of energy efficient tankless water heaters, furnaces, air handlers, boilers, and fireplaces. www.rinnai.us

Regional Sales Manager, 2006 - 2009

- **Increased total unit sales and revenue by over 160% from 2006 to 2008**
- **Grew heating product category sales by over 300% from 2006 to 2007**
- **Added 9 new distributors**
- **Appointed 2 additional sales agencies**
- **Secured business of 27 new national and regional home builders**
- **Created incentives which increased YOY sales over 35% for participants**

Management of 7 manufacturers representative agencies with 24 total salespeople. Region includes 8 states in the North Central U.S. Direct all corporate sales and marketing strategies through the sales channel of representatives and distributors. Develop annual business plan for region and implement with each agency. Assign sales goals and utilize performance metrics to evaluate progress. Develop annual forecast and update monthly. Conduct annual review of sales agencies. Establish new distribution. Build and maintain relationships with distributor principals. Conduct new product training for agencies. Joint distributor sales calls and training with representatives. Jobsite visits on large commercial projects. Business development with government housing authorities and weatherization agencies. Budgetary responsibility for region marketing funds and distributor co-op programs. Hold annual regional sales meetings. Promote corporate GREEN initiative. Participate in national and regional trade shows.

Rheem Manufacturing Company, Air Conditioning Division

Commercial and residential heating and air conditioning manufacturer. www.rheem.com

District Sales Manager, 1992 – 2006

- **Sales growth recognition awards: 1996, 1999, 2001, 2002, 2005**
- **New dealer acquisition awards: 1998, 1999, 2003, 2005**
- **Top 5 in new dealer business: 2002, 2004**
- **Increased territory sales by over 125% from 2000-2004**
- **Refined distribution to increase market penetration by over 60%**
- **Rheem Man of The Year: 1997**

Manage business through 9 distributors in the Midwest. Responsible for appointing new distributors, product sales to distributor channel, product introduction and training, and implementing company sales and marketing directives. Maintain primary relationships with distributor ownership. Execute annual Business Development Plan with distributors and review monthly. Identify target dealers with distributor senior management and formulate strategy to convert business. Administer "Rheem Team" key dealer programs in major markets. Implement Distributor Best Practices Program and award outstanding achievers annually. Compile competitive market pricing surveys and effect adjustments as warranted. Participate in regional trade shows and promotional events. Direct home builder business through corporate and third-party incentive programs.

ACHV Sales, Inc, Chicago.

Manufacturers Representatives, HVAC Equipment and Architectural Products

Sales Manager, 1983 – 1992

Highest sales volume in U.S. awards: ILG: 1983, '84, '86, '87, '88; King Co: 1984, '85, '87.

Sales to design/build, general and mechanical contractors in the Chicago metro market. Plan and specification consulting to engineers and architects. Primary sales responsibility for key accounts. Major lines: Bohn Air Conditioning, King Co. Custom Rooftops, Peerless Blowers, ILG Industries, Airline Products Louvers; Plasticraft Skylights.

Education

Loyola University, Chicago. Bachelor of Business Administration, Marketing.

Professional Development

- **USGBC: U.S. Green Building Council**
-Member, Chicago Chapter
- **EEBA: Environmental and Energy Building Association**
-Houses That Work
-Green Building Practices
- **VLE: Vital Learning Experiences**
-Advanced Customer Care
-Distributor Financial Training
- **SIP: Sales Improvement Professionals**
-Leading a Sales Team