



Territory Manager

Chrane Foodservice Solutions, San Antonio, Texas, United States (Hybrid)

Chrane is seeking a Territory Manager, Non-Commercial to drive growth across K-12, university/college, and other non-commercial foodservice segments throughout San Antonio and surrounding areas. This role owns the full sales process, builds strong relationships with end users, dealers, and consultants, and partners closely with manufacturers to influence specifications and expand Chrane's presence in the market. The ideal candidate is relationship-driven, commercially minded, and experienced in navigating the specification and bid-driven sales process.

What You Will Do

- Own and grow key end-user accounts across K-12, university/college, and other assigned non-commercial sectors in San Antonio and surrounding markets.
- Build and manage relationships with management groups and contract operators.
- Align dealer efforts with Chrane's growth strategy and support manufacturers.
- Work closely with manufacturer regional teams and specialists to align strategy, product positioning, and target accounts.
- Lead the full sales cycle, including product education, test coordination, pricing alignment, implementation, and follow-up.
- Drive specification and conversion of targeted product lines opportunities.
- Coordinate product testing, demonstrations, and rollouts to support successful adoption.
- Bring key customers, dealers, and consultants into Chrane's test kitchen and innovation center to strengthen relationships and accelerate decision-making.
- Maintain visibility into pipeline activity and performance using Salesforce.
- Collaborate with Culinary, Marketing, and Customer Success teams to deliver a strong customer experience from initial engagement through post-sale support.
- Facilitate participation in manufacturer visits and training experiences aligned to customer needs.
- Represent Chrane at industry events, trade shows, and regional functions.
- Participate in POD initiatives and monthly planning sessions to drive accountability and results.
- Contribute insight into market trends, competitive activity, and growth opportunities to inform strategy.

What We Are Looking For

- Based in the greater San Antonio area.

Seniority Level

Mid-Senior Level

Industry

Food and Beverage Services,
Hospitality, Wholesale

Employment Type

Full-time

Job Functions

Sales, Business Development,
Consulting

Skills

Sales Management
Equipment Sales
Dealer Relationships
Sales Pipeline Development
Consultative Selling
Key Account Development
Customer Relationship
Management (CRM)
Market Development
Product Demonstration
Sales
Territory Management
Product Specification



- 5 or more years of direct outside sales experience in commercial foodservice equipment and supplies, with at least 3 years in a sales or customer-facing role.
- Proven success selling across multiple foodservice segments such as healthcare, hospitality, non-commercial, and multi-unit operations.
- Strong understanding of dealer networks and general market buying channels.
- Demonstrated ability to manage opportunities from initial engagement through implementation and follow-up.
- Strong relationship-building skills with both end users and dealer partners.
- Ability to work cross-functionally with internal teams and manufacturer partners.
- Proficiency in Microsoft Office, with experience in Salesforce or similar CRM systems preferred.

Travel

- Travel required approximately 30% or more within the territory to support customer engagement and sales activity.
- Participation in company meetings, manufacturer training, and industry events as needed.

Why Join Chrane

Chrane Foodservice Solutions represents leading manufacturers in the foodservice equipment and supplies industry. Our culture is built on collaboration, strong relationships, and a genuine passion for serving our customers and partners. We believe great workplaces are built by people who take pride in their work and enjoy creating an environment where others can succeed.

Pay and Benefits

We offer a competitive compensation package along with comprehensive benefits, including health coverage, paid time off, retirement savings, and professional development opportunities. Our supportive, collaborative culture ensures you're valued and set up for success.

Equal Opportunity Statement

Chrane Foodservice Solutions is an Equal Opportunity Employer. We are committed to creating an inclusive workplace that values diversity and welcomes individuals of all backgrounds. All qualified applicants will receive consideration for employment without regard to race, religion, gender, gender identity or expression, sexual orientation, national origin, age, disability, genetic information, veteran status, or any other protected characteristic under applicable laws. We believe that a diverse and inclusive team strengthens our organization and enhances the work we do.