



Government Territory Sales Representative - CONUS West

About BeaverFit

BeaverFit is the leading supplier of human performance and tactical training solutions that support the success of the Human Weapon System. Veteran owned and operated, BeaverFit delivers American-made solutions that meet the requirements of military units in any environment. From the original container gym to full-scale human performance and tactical training facilities, BeaverFit is the trusted partner in creating solutions to support the growing needs and requirements of our military.

Headquartered in Reno, Nevada, BeaverFit combines the energy of a fast-growing, entrepreneurial company with a passion for sport, adventure and life.

We are seeking a **Territory Sales Representative** to join our Government Sales team in our CONUS West territory.

Role Overview

The Territory Sales Representative is responsible for driving territory revenue growth and brand awareness within U.S. Government / Military accounts, with a focus on brigade-level and equivalent units across all branches of service. **This role is ideal for a motivated, detail-oriented, hard-working and reliable team player. Must be able to balance business development planning and travel, administrative requirements, and excel in representing BeaverFit for a wide product and solution mix.**

You will play a key role in:

- Executing a territory sales plan to drive new business and achieve revenue quotas.
- Developing and quarterbacking unit-level human performance and tactical training requirements.
- Building and maintaining strong relationships with units and commands.
- Representing the BeaverFit brand.

You will report directly to the **Territory Sales Director**.

Key Responsibilities

- **Territory and Sales Planning**
 - Develop and execute a detailed sales plan for the assigned territory, targeting units across all branches of service, with emphasis at the brigade/command level.
 - Own individual and territory revenue goals and quotas.
 - Define and execute strategic business development travel within the territory.
- **Business Development and Customer Engagement**
 - Effectively articulate the BeaverFit value proposition.
 - Conduct regular, on-site consultative visits with units and commands.
 - Develop and maintain a high level of sales acumen and product knowledge.
 - Work closely with distributors and partners through ride-alongs and joint calls.
 - Ensure a high level of customer experience pre- and post-sale.

- **Sales Process and Opportunity Management**
 - Understand and clearly communicate the BeaverFit and DoW processes to customers and internal stakeholders.
 - Manage opportunities from discovery to final award and pull-through.
 - Respond in a timely manner to inbound leads (phone, email, website).
- **Sales Operations and Reporting**
 - Maintain accurate and current CRM records including accounts, contacts, opportunities, activities and pipeline.
 - Prepare quotes, manage custom pricing requests and support internal cost worksheets.
 - Complete expense reports, forecasting and sales plans on schedule.
 - Prepare monthly, quarterly and annual sales reports as required.
 - Communicate territory progress and market intelligence to the TSD and cross-functional teammates (sales, product, marketing, operations).

Minimum Qualifications

- Ability to work effectively as part of a team in a fast-paced, dynamic environment.
- Ability and willingness to travel within the territory at least 50% of the time.
- Armed Forces veteran or previous sales experience preferred, but not required.
- Proficiency with MS Office Suite and modern AI technologies.
- Familiarity with CRM tools (e.g., NetSuite, HubSpot, etc.) a plus.
- Bachelor's degree preferred.

Compensation and Benefits

BeaverFit offers:

- Competitive compensation and benefits plan
- 401(k)
- Medical insurance benefits
- Excellent learning, development and growth opportunities within a fast-growing and market-leading company

How to Apply

To apply, please submit:

- A cover letter outlining your interest, relevant experience and salary requirements
- Your resume

Email both to **info@beaverfitusa.com**. No phone calls, please.

Equal Opportunity Employer

BeaverFit is an Equal Opportunity Employer. All applicants will be considered for employment without regard to actual or perceived race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, disability, medical condition, pregnancy, genetic information, marital status,