



POSITION & PROFILE DESCRIPTION

Operational Sales Representative – Germany

Housing associations & plumbing / HVAC (SHK) channel

LAGUR A/S · Chemical-free water treatment · Made in Denmark

About LAGUR A/S

LAGUR A/S is a **Danish manufacturer** of innovative, **chemical-free** water treatment systems — developed and produced in Denmark. Our technology is **patented** and works without the use of salt or chemicals. With a focus on **sustainability, quality** and Danish manufacturing, we work actively with the UN Sustainable Development Goals and have built a strong position in the Danish market.

Our product portfolio spans solutions for private households as well as commercial and institutional buildings, addressing the three core challenges in a building's water: **limescale / hard water, heating systems and Legionella**.

Culturally, the company is held together by our **Heart Drop** concept: the heart stands for the relationships with employees, customers and partners; the drop for the essence — the craftsmanship, the water technology and our “Made in Denmark” DNA — together representing our commitment to sustainable, chemical-free water solutions for the good of people and the planet.

Strategic context

LAGUR is on a journey from national niche to international market leader, with the vision of becoming **Europe's market leader in chemical-free water treatment** for residential and commercial buildings. **Germany** is the first step on that journey — LAGUR's **bridgehead into Europe**. The proven sales models, cases and documentation built in Denmark are designed to be “copy-pasted” into Germany and scaled onward.

As **Operational Sales Representative**, you are where that strategy meets the market every single day — turning proven concepts into real customers, real installations and real references on the ground.

The position

As Operational Sales Representative, Germany, you are LAGUR's **hands-on commercial presence** in the German market — the person who turns leads into installed solutions and long-term customers, day in and day out. You drive two engines side by side: **direct sales** to housing associations, property managers and building owners; and the **installer channel** — recruiting, enabling and supporting plumbing / HVAC (SHK) partners who specify and install LAGUR systems.

You report to the **Country Manager, Germany**, and work closely with product management, technical support and marketing at the Danish headquarters. You are the operational engine of the market entry — mobile, close to customers, and focused on results.

Key responsibilities

Field sales & pipeline

- Own and drive daily operational sales in your territory — prospecting, meetings, product demonstrations, quotes and closing.
- Build and manage a healthy pipeline across the three segments — limescale / hard water, heating systems and Legionella — matching each customer's buying motive.
- Carry out on-site assessments and demonstrations at customer buildings, and coordinate installation together with technical support.
- Keep the CRM up to date and follow up with discipline on offers, KPIs and targets.

Housing associations & property customers

- Develop relationships with public and private housing associations, property managers, building owners and caretakers.
- Explain the value case — chemical-free water treatment, energy savings, longer asset lifetime and Legionella protection — in plain, credible terms.
- Turn pilot installations into documented reference cases that unlock the next sale.

Installer / plumbing–HVAC (SHK) channel

- Recruit, onboard and activate plumbing / HVAC (SHK) installers as a sales and installation channel.
- Train installer partners on LAGUR products, installation and the value story, so they can specify LAGUR with confidence.
- Support partners in the field — joint visits, technical questions, first installations — and keep them engaged and selling.

Localisation & feedback

- Use and localise LAGUR's Danish sales materials, cases and technical documentation for German customers and installers.
- Feed market, customer and installer insight back to the Country Manager and HQ as input to product, pricing and marketing.
- Represent LAGUR professionally at customer sites, trade fairs and industry events, and carry the sustainability / ESG story into every dialogue.

Professional qualifications

- Solid experience in **operational, field-based B2B sales** — ideally within plumbing / HVAC (SHK), water technology, building services, construction or a related technical field.
- A track record across the full sales cycle: prospecting, needs analysis, demonstration, quoting and closing.

- Experience selling to or through **housing associations, property managers and/or installer networks** is a strong advantage.
- Technically confident — comfortable understanding water, heating and installation, and explaining them simply to non-technical buyers.
- Comfortable with CRM and digital sales tools; structured and data-aware in follow-up.
- A valid driving licence and willingness to travel within your German territory.
- Fluent **German** and good **English**, spoken and written.

Personal profile

- Hands-on, self-driven and action-oriented — you make things happen without waiting to be told.
- A natural relationship-builder who opens doors and earns trust with customers and installers alike.
- Results-oriented, structured and reliable in follow-up.
- Comfortable working independently in the field while staying closely connected to a small, ambitious team.
- Genuinely motivated by sustainable solutions, green technology and “Made in Denmark”.

What we offer

- A hands-on commercial role with **real ownership of your territory and results**, at the front line of LAGUR's entry into Germany.
- The backing of a proven Danish sales model, with strong product and technical support from headquarters.
- A culture defined by innovation, sustainability, quality and strong togetherness.
- A competitive salary package with a performance-based bonus / commission scheme.
- Home-based in your German territory, with flexible working, regular travel to customers and installer partners, and occasional travel to LAGUR's headquarters in Aarhus, Denmark.

Interested?

Send your application and CV to job@lagur.eu marked “Operational Sales Representative – Germany”. Applications are processed on an ongoing basis, so please don't wait to send yours.